

TOURIST CHARACTERISTICS IN FRANCE

Estelle Giet¹, Solène Roux²

^{1,2}Tourism and Leisure Sports, Esthva Angers, French

¹soleneroux@gmail.com

ABSTRACT

Tourism in France force actors and territories to adapt and to meet the demand and needs of visitors from different countries and cultures. This intercultural requirement requires, in particular, a more detailed knowledge of the practices, perceptions and feelings of foreign tourists, particularly Chinese tourists, whose numbers are increasing sharply in France, Europe and the world. The article proposes an exploratory approach to the representations associated with the practices of matching tourists' needs in France. The study was carried out by examining related topics on the websites and teaching materials provided for the researchers at the University of Anger, France over the past 3 years that leads to a first typology. The protocol used for analyzing these tourist practices makes it possible to understand the level of tourist satisfaction; which was initiated by analyzing the aspects that shape their complex behavior based on their feelings and perceptions at a particular study spot. The results show that what makes tourism in France successful is because tourists can enjoy a wide range of activities that are oriented towards discovery, rest, sociability, shopping and games. From a more operational point of view, the approach makes it possible to envisage an improvement in the dialogue between tourist operators and end users, a finer adaptation of supply and demand, an improvement in the well-being of tourists and a strengthening of the attractiveness of the territories.

Keywords: tourist, France, tourism practice, profiles, activities, style.

INTRODUCTION

France, the world's leading tourist destination reached a record attendance of nearly 90 million tourists in 2018. Europe is historically the creative basin of tourism. France has inherited it and has been able to make its mark with its many tourist attractions, which attract more and more tourists every year. The tourism sector in France creates a large number of jobs, these jobs are mainly in trade, transport, catering and accommodation which makes a total of 7.3%; this is the share of the gross domestic product generated by tourism in France. According to the government, this sector represents 2 million direct and indirect jobs and the targets set for 2020, the industry could create 300,000 additional jobs throughout the country. Therefore, the

industry must ensure the well-being of everyone involved in tourism, and especially the tourists.

It is essential to define what tourism is before further discussion is presented. "Tourism includes the activities carried out by people during their travels and stays in places outside their usual environment for a consecutive period not exceeding one year, for leisure purposes for business and other reasons" (UNWTO, 2017). However, this definition has limitations; it encompasses too many aspects but does not take into account domestic tourism and only focuses on border crossings.

In this article, we will first introduce the tourism in France and the different stages involved. Then, in a second step, we will analyze in more depth the tourism in France, with the profile of its tourists and their different activities during stay. To conclude, in a last part we will look at the different actors of tourism that make tourism in France possible.

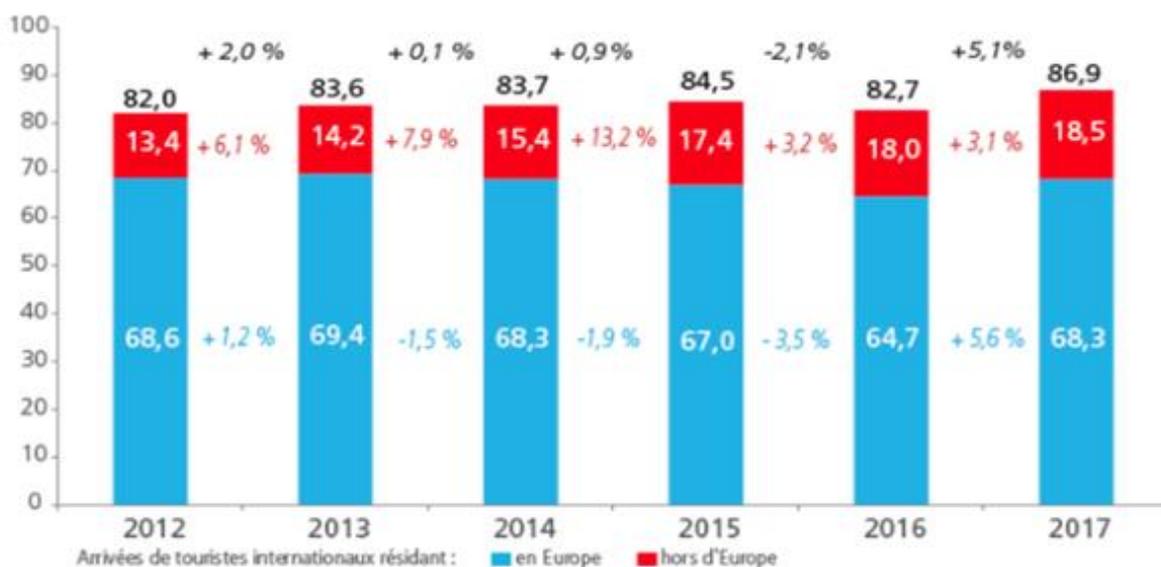
METHODOLOGY

This is a qualitative study investigating tourist profile in France and their activities carried out during their visits. The type of data used is secondary data collected through observation, examination of the researchers' course materials during study in the University of Anger in France, and the internet search. The data collected through internet was carried out during the study conducted in Bali State Polytechnic, Indonesia. The Authors are French citizen therefore observation are undertaken as a part of daily life and purposely done during study at university in France.

FINDINGS AND DISCUSSION

The share of Europe and tourists within the total of International tourists in France is 78.1% in 2016; it remains largely predominant but is decreasing year by year- 79.4% in 2015, 83.6% in 2012. Nearly one in ten foreign tourists (9.8%) arrived from the American continent. Of these 8.1 million visitors, just over one in two resides in the United States. Between 2015 and 2016, the number of tourists from the United States rose sharply (+15.0%), mainly due to the effect of a favorable euro-dollar exchange rate. In recent years, the growth in the number of non-Europe and tourists has been strongly

driven by Asian customers. In five years, the number of tourists from Asia has increased from 3.5 million to 5.7 million. Chinese customers have doubled in five years, from one million in 2011 to two million in 2016. Tourists from Africa came in larger numbers (+10.8%), with the increase in attendance mainly due to the arrival of 300,000 more people from North Africa. In contrast, tourists from Oceania, mainly Australians, came in smaller numbers (-19.8%). Figure 1 presents tourist arrivals in France.



Note de lecture : en 2017, la France métropolitaine a accueilli 68,3 millions de touristes européens et 18,5 millions de touristes extra-européens. Ces nombres d'arrivées ont évolué respectivement de + 5,6 % et + 3,1 % sur un an. Au total la France métropolitaine a accueilli 86,9 millions de touristes étrangers en 2017, soit 5,1 % de plus qu'en 2016.
 Source : DGE - Banque de France, enquête auprès des visiteurs venant de l'étranger (EVE).

Figure 1: Arrival of tourists in France (Directorate General for Enterprise, 2017)

In 2016, 38.5 million international tourists came to France for a stay of one, two or three nights. The proportion of these short stays varies according to the country of origin. More than half of Spanish, Swiss, Italian, Belgian and Luxembourg tourists have short stays. France, thanks to its easy access and its central position in Europe, is both a destination for short stays, especially for neighboring countries, and as to poverona journey to another destination. Europeans are not the only ones who make short stays in France. More than one in two Asian tourists (52%) came to France for a stay of one to three nights. For this clientele, travel to France is generally part of a tour linking to different European cities. The proportion of short stays is also high for American (38%) and Australian (42%) customers. France is not only a destination for passing through or

short stays. Indeed, 44 million tourists stayed there for four nights or more in 2016, making France one of the world's leading destinations for long stays: only five countries welcomed more than 44 million tourists in 2016, all lengths of stay combined. Only the United States, a much larger territory, and Spain, more often the final destination, have more long stays than France. In 2016, the average length of stay in France for a foreign tourist was 6.8 days, while European remains on average 6.3 days, almost two days less than Americans (8.2 days).

There are wide range of activities can be undertaken by tourists in France. A practice is a "human action that is part of a constituted environment, including other practices, and thus transforms it. The practice is a contextualized action, in situation" (Ruby, 2013).

Discovery is a confrontation with otherness, with the original or even with the unknown. The discovery has been particularly revived with the recent emergence of different forms of so-called sustainable tourism. Around the theme of sustainable development, products have been developed that seek to link tourism and the environment. French standards, which are sometimes very restrictive, refer to sustainable tourism.

Since the end of the 18th century (Revolution), the monument has embodied the nation's memory in France. Monument protection measures were setup by the State with the creation of a commission on historic monuments in 1837 and the creation of the first list of historic monuments in 1840 (such as: Les Arènes de Nîmes 1840, Maison carrée 1840 and the Pont du Gard in 1840also), this list contributes to the protection of the French heritage.

Rest is an activity that helps to eliminate the "physical" and "mental" fatigue caused by daily life. Rest has a particularly important place in tourism, it takes place outside work and the tourist framework is able to reduce what can be perceived as a daily constraint. Rest can be combined with other practices such as tanning (a Western invention in the early 20th century). "Doing nothing is an activity guaranteed by the travel offer, like Club Med, which takes on this expectation of customers. In this "rest" category we can include the current trend that sees the development of well-

being. Some tour operators combine thalasso with other services: spa, sauna, hammam, which makes it possible to diversify the practices associated with body care. Some destinations are positioning themselves on this wellness offer by relying on a heritage linked to the realism with the example of Evian. The trend towards self-care embodies the transition to a new tourist era: individualized mass tourism.

According to R. Caillois, the game comes in four forms. The first is competition, the rivalry between actors that can be exercised in certain practices described as sports. Winning is done here within the frame work of precise rules. One of the current trends: the development topgolf in the tourist sector, particularly in the context of packages (example of Jet Tours and its thalasso and spa). The second form of game is random. There are no more rules from which a winner is defined. It is chance that is at stake: a game of wheels or slot machines in casinos. In France, the casino market has grown significantly in the last decade and is now mature. Two major groups hold half of the market: Partouche and Barrière. Third form of game: the simulacrum, i.e. imitating someone or something.

Then the fourth for mofplay: vertigo. It is a question of breaking, for a moment, with the stability of perception and allowing the birth of an emotional panic. Example of bungee jumping, also skiing and surfing (practice that can also be a show).

Sociability is the set of relationships that an individual or group has with others. Tourist places have become sufficiently diverse to allow for a variety of opportunities to meet strangers. Club villages reduce exposure to otherness and promote mutual respect, while metropolises integrate tourists in a very cosmopolitan context.

The growing success of metropolitan areas is based in particular on the ability to create events that bring together individuals from diverse backgrounds, whether residents or tourists (examples from Paris-Plage). Paris plage, created in 2013, offers a wide range of leisure activities. It is a seaside resort that is confronted with a monumental space, a space of sociability, which is free and accessible to all. The travel project is based on the purchase and symbolic consumption of everyday objects, often branded. Shopping can also be associated with the practice of discovery. For example, the monumental heritage and contemporary art: Louis

Vuitton, which opened a dedicated cultural space in its boutique on the Champs-Élysées (parent company), often around themes related to travel.

The practice of shopping is more or less supervised by tourist operators who can guide the choice of routes. Paris, is renowned as one of the world's fashion capitals, which is why many tourists come here every year to shop. We are also witnessing the development of "city break" products, allowing a specialized stay course in a field, particularly shopping, to enjoy and explore the city in depth.

The growth in mobility from emerging countries in Asia, Russia and Brazil places shopping at the heart of destination challenges, for tourism but also for MICE. For Chinese customers, the "shopping" expense item is higher than that of hotels.

CONCLUSION AND SUGGESTION

In conclusion, the main tourists in France are national tourists due to the proximity of tourist sites and therefore monetary savings for French tourism. Chinese tourists are expanding in France but also in Europe and all over the world. After the Chinese clientele, it is the Americans who take second place, this event can be explained by the small difference in value between the euro and the dollar. Moreover, there are many European tourists, particularly the short stays; nonetheless, Chinese tourists also stay for short period of time as a part of tours throughout Europe. The Spanish and Americans make long-stay trips. Finally, what makes tourism in France so successful is that tourists can enjoy a wide range of activities that are oriented towards discovery, rest, sociability, shopping and games.

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