

## **Executive Summary**

The report paper is going to analyze and highlight the key influences of COVID-19 recovery in France on the general sustainability of the country while focusing on tourism industry in details. What kind of factors and impacts did it encounter and how the tourism industry reacted to these challenges and took actions, all examples along with reliable supporting evidence have been given with some projections based on current data.

The paper aims to achieve to find out more regarding different factors impacted on Tourism after recovery and how the industry changed accordingly, namely in terms of economic, social and technological factors are highlighted in this report. Also, graphical information and statistics have been used to better deliver the results and findings to the reader in a way that is understandable and easy to read. Following objectives have been covered throughout the coursework:

- Understand the way the industry operated before the pandemic started and how it is coping with it, along with statistical data for comparison
- Economic impact of the recovery of covid-19 and what economic factors have affected the industry to change or react.
- Social impacts on the tourism of France in terms of local and international tourism flow into the country.
- How technological impacted forced the industry to adapt and make use of them after the country loosened strict restrictions and how it helped tourism to offer new services.
- Findings and analysis are mentioned together with attempt to make accurate assumptions based on the collected data and supportive sources are referenced
- Lastly, some other viable recommendations are provided in order to improve the tourism and make it get back to normal revenue level and attract more tourists in the long run.

## Table of Content

Introduction .....	3
Pre/Post Covid Tourism .....	3
Findings and Analysis .....	3
Economic Impact .....	4
Socio-economic impact .....	5
Local Tourism increase .....	6
Technological Impacts .....	7
Conclusion.....	7
Recommendations .....	7
References .....	9

## Introduction

This report highlights the recovery impacts of Covid-19 in France, particularly looking at Tourism industry, aiming to determine how the industry reacted to the changes that happened after the recovery and what changes have been made in terms of economic and social terms that is directly linked to tourism industry in France. All the information has been taken from reliable sources and analysis of the data has been done in comparison to real contemporary situations in the industry of choice. Also, relevant data gathered from different sources to analyse the real case of the country and how it reacted to recovery of COVID-19 and how hospitality and tourism industry is going through this period. Although, the industry has gained a lot of governmental help and boost in the service sales, they are still struggling to get back to pre-covid numbers, so we will look more at how the situation is in real time by means of data and figures.

## Pre/Post Covid Tourism

James (2021) According to the director of the management in dealing that advertises France internationally, the tourist sector wants to recover 60 to 70 percent of last year's sales statistics. In 2022 and 2023, as per the econometric frames, French International Visitor Numbers at Hotels is expected to rise to a total of 2,000.00 Thousand and 2280.00 Thousand, respectively.

Head of tourism development institute, Barbara (2021) has declared ambitions to launch a formal "program to recover hospitality" by January, 2022, keeping tabs on the previous request to the tourist sector to invest in France in order for the republic to preserve its status as the global most famous holiday place. She launched a new perspective for tourism events in a post-Covid future that brought together more than 50 local and foreign touristic business executives. This comes after the number of international tourist arrivals visiting France fell from 90 million in 2019 to 40 million in 2020, following a drop from 90 million in 2019. Over the course of the pandemic's duration, the state provided €38 billion in assistance to the tourist industry, which contributed 7.4 percent to GDP in 2019 and provided 9.5 percent of all jobs prior to the pandemic's onset. During the same year, 90 million foreign visitors visited France, further cementing the country's position as the world's largest tourist destination and producing €170 billion in income.

## Findings and Analysis

According to the director of the government agency responsible for promoting France overseas, the tourist sector wants to recover 60 percent to 70 percent of last sales statistics this year. In an interview with Caroline Leboucher (2021), chief executive of Atout France, stated that "it all depends on how long this needs for planes to resume." Ever since opening of boundaries with the

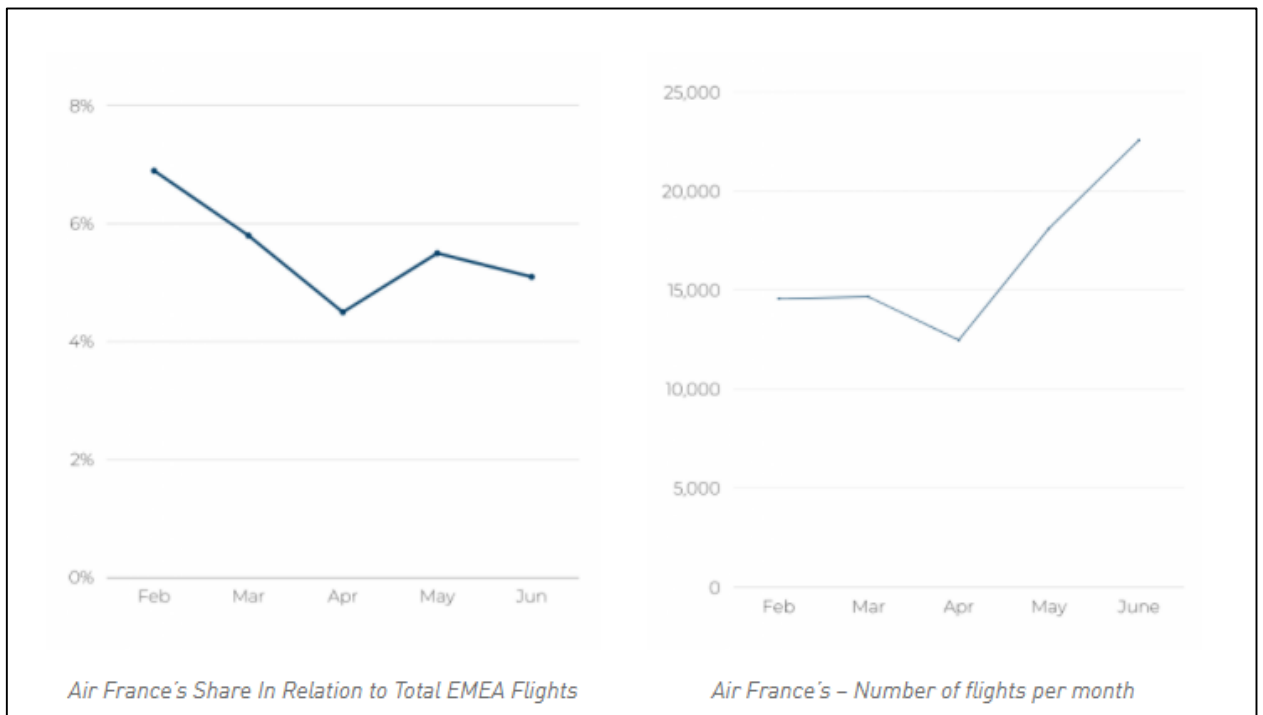
majority of other European nations on June 15, she claimed she has seen an increase in bookings, particularly from Belgians, the Dutch, and Swiss travelers.

### Economic Impact

It can be clearly understood from the report given that France's tourism industry might expand by 34.9% this year. It has been predicted that the industry will expand faster than the rest of Europe (23.9%) and the world (30.7%) this year. In 2019, the tourism sector contributed EUR 211 billion to the GDP. Whereas the epidemic halted foreign travel in 2020, the travel & leisure sector's contribution dropped to only EUR 108 billion. (Paul, 2021)

### Analysis

Economic factors on why both local and international tourism is reopening and increasing in France are likely to fast economic improvement, people started to get jobs and earn money again, while governmental subsidies helped people to live by, after economy recovering, the government also wanted to stimulate tourism industry by attracting foreign tourists as well. In support to my views, Jamal (2021) also assumed about the potential factors for local tourism as economic improvement and increase in the people's income to afford holidays.



In comparison to other European carriers, Air France had a solid start in 2021. the company operated over 10,000 additional trips in February than Allianz. Due to a high volume of passengers in February, Air France obtained an incredible 7.5 percent share of total EMEA commercial airlines (Figure 3). Following that, the proportion progressively declined to 4.5

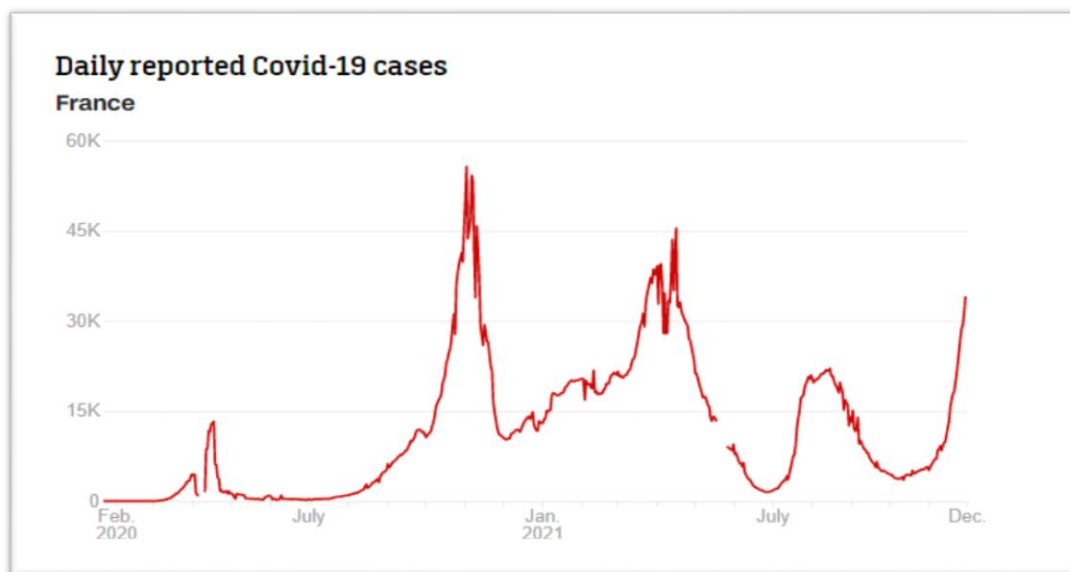
percent in March and April (Walther, 2021) So it can be understood that recovery along with reopening of the country has promoted the tourism and been economically beneficial for the whole industry attracting more tourists compared to previous 2020 year statistics.

### Socio-economic impact

Covid-19 limits in France are among the strictest over the globe. Despite the country's reopening to tourists in the summer of 2020, it has been placed under lockdown repeatedly thereafter. Constraints on Covid use have been resumed in France after a brief reopening following a less rigorous third shutdown. After having had a huge loss, France tourism is now slowly going to embrace the tourists being reopened again but with less severe restrictions as possible to attract more tourists. As can be seen from the figure 1 that after reopening and easing the travel restrictions, France having more reported cases and this is impacting on social behaviors and spending patterns of people in France on tourism. For example, People are more or less cautious about spending their money on travel and holidays, also recovery of the covid has not made huge changes in social restrictions in public places. Provided that country is being opened and allowing both domestic and international tourists to come to the country, it is still requiring people to wear masks and keep social distances in touristic hotspots (Cortes, 2021).

### Analysis

As France being reopened for the tourists, this trend can likely cause another wave of covid spread and probably restrictions and mandates will be imposed again nationwide, main factor being open again encouraged by low covid cases. Also, Trevam (2021) states that another wave could be triggered by massive flow of tourism if countries reopen for tourism and another lockdown can be put in action as an emergency

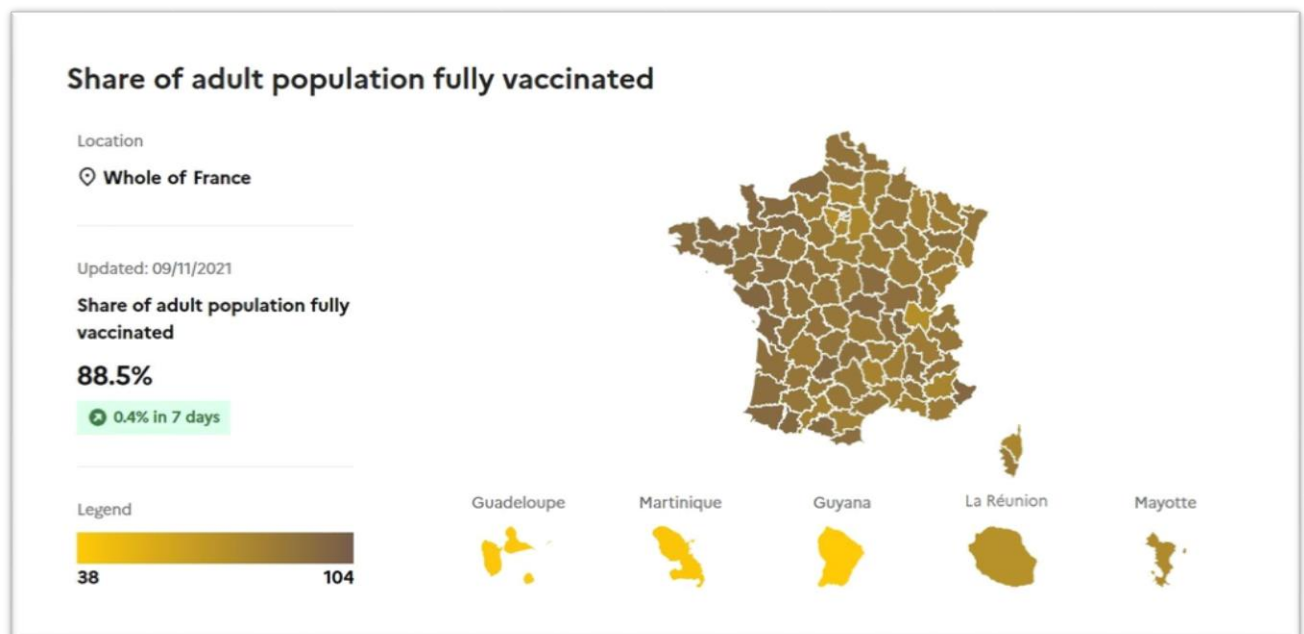


## Local Tourism increase

To promote tourism in the country, Atout France has shifted its focus to the internal marketplace, launching an internet campaign to attract French tourists to travel around the country. Influencers are hired to visit tourist spots in the belief that it would encourage people to spend more time at home. As a general rule, we'll rely on French tourists, but it would be good if foreign visitors could come as well, Mr Artige (2021) explained that many individuals believe that 60-70 percent of last year's activities will be repeated this year, which will help rescue many firms. With a poll showing that 59% of French people expect to take a vacation this year, and that 87% plan to stay in France, this confidence is supported. (54 percent), followed by countryside vacations (24 percent), mountain areas.

## Analysis

There may be several factors for why people are wanting to go on holiday more than previous years, and they are most probably economy improving and people are again having enough savings for travel and importantly, massive vaccination might also be another factor for this trend. Since more people get vaccinated and feel safe, they might tend to at least travel locally, Matthias (2021) also suggests travel and tourism may require time, however this offers activities which may be implemented immediately to make immunization more successful in revitalizing local tourism, which helps to be safe and projectable.



(Chan, 2021)

## Technological Impacts

Baratti (2021) states that after having had governmental support and promotion of tourism in France in post-covid era to get back to previous results of tourism industry, France tourism industry is seeking new ways to accommodate and facilitate travelers to encourage more of them and using technologies to improve the services and keep operating.

### **Contactless communication**

- After being opened to tourists, French tourism sector companies are now using new methods: hotel and transportation companies have stepped up their contactless and smartphone reservation capacities, which instills clients' trust by limiting shared connections and interpersonal contacts. Consumers may check-in, schedule, and pay for services using smartphone applications developed by motels, amusement parks, airports, railway stations, and other service providers.
- Hotels and Tourism sectors are welcoming tourists with different contactless methods to pay or use in other options such as The Digital Key feature at Hotels is an instance of some other perfect, contactless option for keeping clients secure from virus infection by reducing the number of interactions as much as necessary, according to the company. when arrived at the hotels, travelers has to be members registered in the app in order to take use of this in-app function, which allows them to open their hotel accommodation just by touching the smartphone. However, whereas this equipment was already available prior to the COVID-19 outbreak, the issue has spurred more use and development of the keyless access option throughout the industry.

## Conclusion

Different relationships between various factors influencing the tourism operating, and social and economic impacts have been identified. In the report, by means of collected data and analysis made, I have been able to achieve the purpose of the research which was to find out the different impacts of covid-19 recovery on tourism industry in France.

## Recommendations

In order to successfully manage to get back to at least close to previous pre pandemic rate of tourist flows, France has to reconsider and renovate the tourism industry with following 2 best potential practices:

**Low-Cost flights** – in order to attract more tourists and promote the growth of tourism in France, the government has to allocate subsidies for the airline companies for both tourism and airline industry stability and development in harsh conditions. So that people can be attracted to take flights to France which in turn is beneficial for the airlines and the overall tourism sector in France, because of border closures, low-costers have been declined in number, hindering the flow of people in terms of economic affairs of people (Grover, 2021).

**Rethinking the system** - Looking ahead to a future which can bring the predicted resurgence, disrupted from time to time by closures in reaction to new breakouts and virus varieties, managers might want to examine the following topics for investigation:

- Profile of the visitor: What type of visitors do you expect to find at the hotel? What is the source of their existence? What proportion of tourists are pleasure and business travelers, couples and high-end travelers?
- Market access channels are critical, and the ways to integrate into networked technologies, such as worldwide hotel associations and reward points, is a distinct advantage when trying to attract passengers that have a wide range of alternatives.
- Revenue profile: On-site earnings, such as cafes, could be investigated, and other possibilities could be uncovered as a result of the investigation.
- Employee profile: This involves determining the proper quantity and kind of employees, as well as determining the feasibility of worker accommodation facilities (Hutchison, 2021).



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