

Traveler on a trail : Ecotourism in France



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A vital sector for French economy ...

- France, first tourist destination in the world: 89 million foreign visitors in 2017.
- Source of growth and employment, and which continues to grow.
- Objectives : to reach 100 million international tourists by 2020



But a threat to the environment...

Anthropogenic pressure and effects of climate change
→ degradation of natural tourist environments.

Need to rethink tourism: more respectful of natural spaces and biodiversity..

Sustainable tourism: keeping
Tourism with conservation
of the environment, and
development of local population
social and economic level



Rethinking tourism

Objective of the authorities: to position ecotourism as a flagship French tourist product.

- Great Hiking Trail Network (GR),
- Waterways network
- bike and equestrian paths



- Network of 10 national parks, attached to the French Agency for Biodiversity.

Objective: protect biodiversity, but also promote activities that respect nature.

Rethinking tourism: institutional actors



- Interministerial Council of Tourism, led by the Ministry of Europe and Foreign Affairs.
- Atout France: Tourism development agency in the form of public-private partnership.
Objective: to promote tourism in France
Atout France set up in 2001 a "Nature Tourism Cluster" to promote responsible tourism (« MOOC slow tourism »)
- Réseau des acteurs du tourisme durable (ATD) (100) gathers all actors of the tourism sector
- At European level: **European Charter for sustainable tourism** (Europarcs).



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Thank you for your attention



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