

Sustainable Tourism as a Strategy for Achieving Sustainable Development: A Case Study of the Paris 2024 Olympics

السياحة المستدامة كاستراتيجية لتحقيق تنمية المستدامة -دراسة حالة أولمبياد باريس 2024-

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Received: 14/05/2025; Accepted: 2025/06/26

Abstract: This study aims to shed light on the role of sustainable tourism as a strategy for achieving sustainable development. Currently, most countries are striving to establish a diversified economic structure based on diversifying national income sources and stimulating various economic sectors to achieve sustainable development. The tourism sector is at the forefront of these sectors. This sector is considered one of the most prominent sources of national income for many countries around the world, with France being one of the leading global tourist destinations, ranking fourth in the global tourism destination rankings.

This research paper highlights France's pioneering experience in the field of sustainable tourism by examining its organization of one of the world's most prominent sporting events, the Paris 2024 Olympics, which attracted millions of visitors from around the globe. France successfully leveraged this event to promote tourism while preserving cultural heritage and protecting the environment through the adoption of a sustainable tourism strategy.

Keywords: Sustainable development, Sustainable tourism, Tourism in France, Paris 2024 Olympics.

ملخص: تهدف هذه الدراسة إلى تسليط الضوء على دور السياحة المستدامة كاستراتيجية لتحقيق التنمية المستدامة. في الوقت الراهن، تسعى معظم الدول إلى إنشاء بنية اقتصادية متنوعة تستند إلى تنوع مصادر الدخل القومي وتحفيز القطاعات الاقتصادية المختلفة لتحقيق التنمية المستدامة، ويأتي القطاع السياحي في طليعة هذه القطاعات. يُعتبر هذا القطاع من أبرز مصادر الدخل القومي للعديد من البلدان حول العالم، حيث تُعد فرنسا من أبرز الوجهات السياحية العالمية، إذ احتلت المرتبة الرابعة في تصنيفات الوجهات السياحية العالمية. من خلال هذه الورقة البحثية، تُبرز التجربة الرائدة لفرنسا في مجال السياحة المستدامة من خلال استعراض تجربتها في تنظيم أحد أبرز الأحداث الرياضية العالمية، وهو أولمبياد باريس 2024، الذي استقطب ملايين الزوار من مختلف أنحاء العالم. وقد نجحت فرنسا في استخدام هذا الحدث لترويج السياحة، مع الحفاظ على التراث الثقافي وحماية البيئة، من خلال تبني استراتيجية السياحة المستدامة.

كلمات مفتاحية: تنمية مستدامة، سياحة مستدامة، سياحة في فرنسا، أولمبياد باريس 2024.

I- Introduction :

Tourism is considered one of the fastest-growing industries in the world and an important source of foreign currency and employment. It is closely linked to the social, economic, and environmental well-being of many countries. The tourism sector is one of the key sectors that influence economic performance and growth. Its importance stems from its direct impact on fundamental economic variables: consumer and investment spending, aggregate demand, gross domestic product (GDP), and national income. It also affects the labor market and employment levels. Additionally, it makes

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direct contributions by creating investment opportunities for both local citizens and foreign investors.

Due to the significance of this industry as one of the sources of national income, many countries have focused on developing the tourism sector by working to improve various indicators related to this field. However, reports on the competitiveness of the global travel and tourism sector, issued by the World Economic Forum, have highlighted the disparities in these indicators across different countries worldwide.

According to the World Travel & Tourism Council, in 2023, the travel and tourism sector contributed 9.1% to the global GDP, an increase of 23.2% compared to 2022 and just 4.1% higher than the level in 2019. Domestic visitor spending rose by 18.1% in 2023, surpassing the 2019 levels. International visitor spending jumped by 33.1% in 2023, but remained 14.4% below the total for 2019 (World Travel & Tourism Council, 2024).

The travel and tourism sector employs 330 million jobs, or one in every ten jobs globally, a figure expected to continue increasing. Furthermore, in the past five years, the travel and tourism sector has accounted for the creation of one in every four new jobs worldwide. It is projected that the travel and tourism sector will support 421 million jobs by 2029 (World Travel & Tourism Council, 2024).

Sustainable development has become the prevailing and comprehensive thought adopted in various human and economic development projects. Recently, a concept known as sustainable tourism development has emerged due to the problems and crises faced by traditional tourism development, whether on environmental, cultural, social, or even historical (heritage) levels. With the current challenges facing the tourism industry internationally, it has become imperative for tourist countries to develop a tourism model that respects sustainability principles. This approach aims to provide tourists with a unique travel experience while preserving the tourism assets of the destinations. As a result, sustainable tourism has become a hallmark of the world's most famous tourist destinations.

The problematic of the study is expressed as follows: **How does adopting a sustainable tourism strategy contribute to achieving sustainable development in the Paris 2024 Olympic Games?**

The importance of this study lies in its context of the growing interest in economic diversification within the framework of achieving sustainable development. This development aims to preserve the rights of present and future generations to enjoy natural resources through rational exploitation in both the present and future. It also attempts to link this diversification with tourism to form balanced or sustainable tourism, which is significant for ensuring the safety of the ecological environment and preserving biodiversity as well as cultural and social heritage. Most importantly, it serves as a vital source of national income.

In this research paper, the key concepts related to sustainable development and sustainable tourism will be addressed, as well as the factors contributing to their success. Additionally, exploring France's experience in the Paris 2024 Olympics, the strategy employed, and the main factors behind the success of this experience.

I.1. Sustainable Development and Sustainable Tourism

The issue of tourism development is considered contemporary by many countries around the world, as it aims to contribute to the increase in real per capita income. Thus, it is regarded as one of the main sources of national income. Additionally, it encompasses comprehensive civilizational development of all natural, human, and material components. From this perspective, tourism development is a means of economic development.

Sustainable development, when integrated with tourism, can solve many problems, especially those related to the ecological environment and biodiversity. The main objective of sustainable thinking is to preserve the rights of present and future generations through the rational and guided use of the Earth's resources, which serve as a common home for various human species. Additionally, it aims to achieve comprehensive sustainable development in its economic, social, and environmental dimensions.

1. the concept of sustainable development

There are several definitions presented for sustainable development due to its diverse applications. The concept of sustainable development was first introduced in the report of the World Commission on Environment and Development in 1987, where it was defined as 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs' (James A. Pershing, 2006, p. 1111).

Eduard Barbier defines it as "that activity that aims to enhance social welfare as much as possible while being mindful of available natural resources and minimizing damage and harm to the environment. He clarifies that sustainable development differs from development in that it is more complex and interconnected in terms of economic, social, and environmental aspects." (Amari Ammar, 2008, page 36).

Sustainable development aims to meet human needs and achieve social welfare in the long term while preserving the base of human and natural resources and attempting to reduce environmental degradation. To achieve this, a dynamic balance must be struck between economic and social development on one hand and resource management and environmental protection on the other.

On September 25, 2015, the United Nations Sustainable Development Summit adopted 17 Sustainable Development Goals and 169 targets aimed at eradicating poverty and inequality, improving health and education, achieving economic growth by creating decent work opportunities, and providing clean energy, water, and infrastructure. The goals also focus on establishing sustainable cities, protecting the environment and biodiversity, and addressing climate change in an atmosphere characterized by peace and justice (Maritza VARGASKL, 2016, page 04).

The Sustainable Development Goals reflect a call for all countries—poor, rich, and middle-income—to work together to promote prosperity while considering the protection of the planet. These goals recognize that eradicating poverty must go hand in hand with strategies that foster economic growth, while also addressing a range of social needs, including education, health, social protection, and job opportunities, alongside tackling climate change and protecting the environment.

The Sustainable Development Goals (SDGs) are a plan to achieve a better and more sustainable future for all. These goals address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, peace, and justice. In addition to the interconnectedness of the goals, it is important to achieve each goal by 2030 to ensure that no one is left behind (United Nations, 2024).

The United Nations has established 17 goals to achieve comprehensive sustainable development that eliminates poverty and unemployment, promotes equality among people and between genders,

eradicates hatred and violence against women, achieves the desired economic growth while protecting the environment and oceans, and encourages the use of renewable and clean energy.

In the Sustainable Development Agenda for 2030, Goal 8-9 aims to “develop and implement policies aimed at promoting sustainable tourism that creates jobs and enhances culture and local products by 2030.” It also highlights the importance of sustainable tourism in Goal 12-b, which seeks to “develop and implement tools to monitor the impacts of sustainable development on sustainable tourism that provides employment opportunities and enhances culture and local products.” Tourism is also considered one of the tools to “increase the economic benefits realized by small island developing states and least developed countries by 2030,” as stated in Goal 14-7 of the Sustainable Development Goals. (United Nations, 2024)

2. the concept of sustainable tourism

Sustainable tourism is a responsible approach to travel that aims to protect the environment, preserve local cultures, and support communities. The origins of this phenomenon date back to the 1980s, and its development closely follows the evolution of "sustainable development," which was first defined in what is known as the "Brundtland Report" by the United Nations in 1987 (Enel Green Power, 2024).

Sustainable tourism can be defined as "the meeting point between the needs of visitors and the host area, leading to the protection and support of future development opportunities. This involves managing all resources in a way that meets economic, social, and environmental needs while preserving the cultural heritage, necessary ecological patterns, biodiversity, and all aspects of life and its systems" (Rawashdah, 2009, p. 57).

The United Nations World Tourism Organization defines sustainable tourism as "tourism that fully considers its current and future economic, social, and environmental impacts, and meets the needs of visitors, the industry, the environment, and host communities" (UN Tourism, 2024).

The World Tourism Organization defines sustainable tourism as: tourism that manages all resources in a way that allows for the fulfillment of economic, social, and aesthetic needs while preserving cultural integrity, essential ecological processes, biodiversity, and life support systems (Belkaid & BenHabib, 2010, p. 2).

Sustainable tourism development aims to exploit and invest in natural and human tourism resources while enhancing the efficiency of those working in the tourism sector in a distinguished manner at both regional and international levels. This is done through a comprehensive planning perspective to achieve the well-being of individuals in society in the present and for future generations.

Sustainable and balanced tourism development is defined as a type of development that begins after a comprehensive scientific study within the framework of integrated planning for economic, social, and environmental development at the national level or within any region where the components of tourism development, including natural and cultural attractions, are concentrated (Iraqi and Abdel Nabi, 2007).

Most people consider responsible tourism and sustainable tourism to be synonyms, but these terms originally refer to different concepts. Responsible tourism is more related to social and ethical aspects, while sustainable tourism means that more attention should be paid to environmental impacts, including issues like pollution and environmental degradation that may be associated with tourism. According to the Global Sustainable Tourism Council (GSTC), the difference between these definitions is related to perspective. Sustainable tourism refers to the sustainable practices

implemented by the tourism industry, while "responsible" tourism refers to the behavior of tourists who aspire to travel according to the principles of sustainable tourism (Enel Green Power, 2024).

The concept of sustainability has become adopted in various economic and developmental projects due to its importance in preserving the environmental rights of future generations and preventing the excessive exploitation of natural resources. This concept has been introduced in the tourism industry and tourism development.

This form of tourism is based on certain fundamental principles, such as environmental responsibility, which means minimizing our environmental impact and preserving the natural resources of the places we visit. Not only that, but sustainable tourism also involves behaviors that have positive effects on the communities that host us from social, cultural, and economic perspectives. Protecting artistic, cultural, and traditional heritage is another key aspect of this type of travel, which encourages the preservation of local artifacts and traditions. We should not forget the economic aspect: changing our travel approach also means making choices that impact the local economy, but always directed toward long-term sustainability. Responsible travel is a commitment to exploring the world in a smart way (Enel Green Power, 2024).

Most countries around the world seek to adopt the concept of sustainable tourism due to its great importance. The goals of sustainable tourism are as follows (Alberta Tahiri, Idriz Kovaçi, and Anka Trajkovska Petkoska, 2022, p. 2):

- Avoiding the negative impacts on the environment, natural resources, and local crafts and culture.
- Ensuring the preservation of local ecosystems.
- Income generation.
- Recruitment of labor.
- Increasing the prominence of the country and its competitiveness worldwide.

There is a difference between tourism and sustainable tourism in terms of the concepts they are based on, the development strategies that are put in place, and the characteristics of the tourist. This can be clarified through the following table:

Table No. (1): Comparison between Traditional Tourism and Sustainable Tourism.

Traditional Tourism	Sustainable Tourism
General Concepts	
Rapid Development	Development that Occurs in Stages
Short-term	Long-term
Has no limits	Has certain limits and capacity
Quantum tourism	Quality tourism
Managing development operations from abroad	Managing development processes through local populations
Development Strategies	
Development without planning	Planning first, then development afterwards

Partial planning for separate sectors	Comprehensive and integrated planning
Focus on creating vacation units	Considering environmental conditions in construction and land planning
Traditional urban buildings	Local architectural styles
A program designed for projects	Programs and plans based on the concept of sustainability
Tourist Specifications	
A large and dense group of tourists	Movement of individuals and small groups
Short periods of stay	Long stays
Noise and disturbing sounds	Composure and calmness in performance
Usually a single visit to the place	Likelihood of revisiting the place
Different cultural levels	High level of culture and education

Source: Haouchine Ibtisam, Bouaouina Salima, "Sustainable Tourism in Some Arab Countries," Journal of Scientific Research Notebooks, Volume 3, Issue 2, 2015, p. 335.

3. Principles of Sustainable Tourism Development

The growing interest in tourism has led to an increasing role in development by encouraging investment in the establishment of tourism projects within the framework of tax exemptions on tourism imports. It will also provide significant opportunities for countries to contribute to the establishment of infrastructure projects, especially in light of the concept of sustainability. The principles and objectives of sustainable tourism development are represented in the following points (Hamash et al., 2016, p. 109):

First: Adopt a Holistic Planning and Strategy Formulation Approach

The principle referred to here is the reliance on planning as a fundamental starting point for the sustainable development of tourism areas. Therefore, planning is considered primarily as a basis for development rather than development followed by planning. During the planning process, it is essential to integrate various environmental, cultural, and social considerations, giving them significant priority to ensure their preservation. Subsequently, strategies should be developed to achieve the goals and objectives of the planning process, whether in the short term or long term, through successive phases. Here, coordination between the planning process and the implementation of strategies is crucial, without overlooking the primary objective of sustainability, which is to preserve natural resources and ensure the ecological integrity of the area.

Secondly: Protecting the Fundamentals of the Ecological Environment (ecosystem)

Maintaining the integrity of the environment, including water, land, energy, and air, is essential for the sustainability of economic and social development and for preserving natural resources for future generations. Protecting the fundamentals of the ecological environment is one of the most important principles of sustainable development. This principle is also crucial in sustainable tourism development. Initiating sustainable development in tourist areas requires us not to harm the natural resources and ecological, vital, and biological formations of those areas. This can be achieved by constructing environmentally friendly buildings, promoting green development, and creating as many green spaces, recreational centers, and parks as possible to enhance the comfortable and attractive environmental quality for tourists.

Thirdly: Protecting Human Heritage and Preserving Biodiversity

Sustainable tourism development primarily aims to protect the human heritage of host areas, thereby safeguarding their customs, traditions, and even their culture. It also opens up opportunities for them to integrate with global cultures and interact with tourists. Utilizing their heritage, represented by customs and traditions, serves as a means to attract more tourists. The role of the state in this context involves supporting and promoting the development of crafts, introducing them to tourists, and enhancing the capacities of human resources in tourist areas.

Fourth: Adopt Development that Contributes to the Sustainability of Resources for Future Generations.

As previously mentioned, the primary goal of sustainable development, or the term "sustainability" itself, is to preserve the rights of future generations in all fields. Therefore, sustainable development necessitates the adoption of practical plans and strategies that achieve its goals and purposes both in the present and the future. Sustainability has become the sole refuge for various global policies and economies to maintain the integrity of the human environment and prevent harm to the planet, which is increasingly threatened from all directions.

4. Sustainable Tourism Development Goals

Tourism is considered one of the most important service sectors that has become a main source of national income in modern economies, as it represents an integrated system of various activities. Sustainable tourism development is the key focus in re-evaluating the role of tourism in society. It aims to achieve a set of goals that may vary from one country to another, but they agree on major objectives, the most important of which are (Hamash et al., 2016):

Economic Goals: These goals are represented in maximizing the contribution of the sustainable tourism sector to sustainable economic development, driving the national economy forward, and making tourism a fundamental and alternative resource to raise the level of national income. Additionally, improving the balance of payments, contributing to regional and local development, and increasing government revenues through taxes and fees on tourism activities, as well as creating new markets for local products.

Social and Urban Goals: To achieve social and urban growth for citizens and tourist areas, raise their awareness, culture, and appreciation of their heritage and belonging to their homeland. Additionally, to achieve justice for both the current and future generations in benefiting from various natural resources and income distribution by providing job opportunities, attracting a workforce, thereby improving living conditions and achieving a form of social justice.

Environmental Goals: Working to protect the environment as a fundamental principle and a main direction for sustainable tourism development. This is achieved through sustainable development of natural environmental tourism resources and protecting them from exploitation, waste, excessive use, pollution threats, and climate change. Additionally, it involves the optimal use of natural resources, avoiding causes of pollution, and protecting the natural environment by adhering to the maximum carrying capacity of tourist areas, preserving national heritage resources, and reviving local architectural art.

Objectives Related to Government Work: These include achieving complete cooperation among all government activities related to tourism, supporting the need to educate officials about tourism, its importance, and the scientific methods for its development. It also involves issuing the necessary legislation to regulate tourism, improving the quality of services, raising public awareness about tourism, and encouraging the private sector with various incentives to expand its interest in

sustainable tourism development. Furthermore, it aims to ensure security and safety in various tourist areas to guarantee the safety of foreign tourists and citizens. Additionally, it emphasizes the participation of local communities in decision-making for tourism development, thereby creating community-based tourism development. It seeks to elevate environmental awareness and address environmental issues among tourists, workers, and local communities. Finally, it advocates for the effective use of land and planning of land areas in harmony with the surrounding environment.

5. Components of Building a Successful and Effective Sustainable Tourism Sector

The success of the efforts to establish a tourism sector that contributes to economic development depends on adopting a realistic tourism vision that aligns with local characteristics, as well as providing an integrated system for both domestic and international tourism. This system should offer a blend of cultural activities, entertainment events, and historical and natural sites, in addition to ensuring infrastructure and a network of services that complement tourism activities. Overcoming the obstacles to building a successful tourism industry and achieving the objectives of the tourism sector development plan in any country requires considering several essential components; the most important of which are (Qaryaqos, 2021):

First: Clarity of the strategy and objectives, and defining the identity of the desired tourism activity. Is the goal to build a comprehensive and sustainable tourism sector, or to provide tourism frameworks based on offering cultural, recreational, or seasonal commercial events and activities distributed according to a fixed annual schedule? Clarity of the strategy is a fundamental factor in designing an effective marketing plan and stimulating demand for the country's tourism services.

Secondly: Balancing domestic tourism with international tourism and increasing the contribution of domestic tourism to the overall contribution of the tourism sector to the Gross Domestic Product (GDP). Building a successful tourism sector requires adopting a balanced strategy based on developing both external and internal tourism. Increasing the volume of domestic tourism enables economic planners to utilize it in the future to counteract the decline in international tourism levels due to decreased global demand for tourism, as happened two years ago due to the COVID-19 pandemic. It also contributes to increasing overall demand for goods and services and reduces the leakage of currency outside the economic cycle caused by citizens traveling abroad for tourism purposes.

Thirdly: building a financially fruitful tourism sector is contingent upon providing a comprehensive package of high-quality cultural, natural, and recreational options that meet the demands of both local and international consumers. The sustainable tourism strategy must link elements of national culture and heritage with aspects of entertainment and luxury, as well as archaeological and historical attractions. The strategy also requires investment in local seasonal and geographical diversity, along with regional differences in its tourism programs. Countries with the largest three tourism sectors in the world—France, Spain, and Italy—have succeeded in offering a distinctive mix of cultural, recreational activities, and stunning natural landscapes.

Fourth: Avoid using strategies based on assumptions, secondary information, and inaccurate databases. Measuring the demand of external and local consumers through surveys of their opinions and diagnosing their tastes and preferences is the most important factor in building an effective tourism strategy. Moreover, the success of the tourism strategy also requires avoiding the replication of experiences from other countries, as each experience has its own uniqueness and historical context.

Fifth: The inclusion of the tourism sector strategy should incorporate defense mechanisms designed to mitigate the impact of external shocks and include elements of resilience. External demand for

tourism—as previously mentioned—is unstable and negatively affected by external financial crises and the contraction of the global economy. One of the most important options available to counter these shocks lies in increasing domestic tourism activity to address cases of declining external demand.

Sixth: Drawing up an effective competitive pricing policy based on diagnosing tourist attractions and analyzing the prices of tourism services offered in competing markets. Additionally, it is essential to identify the competitive advantages of activities and tourist sites in the country.

In addition to the basic components mentioned above, there are a set of other requirements for building a sustainable tourism sector, the most important of which are: providing financial resources and skilled human elements, modern infrastructure, an effective marketing campaign with high-quality content, programs to encourage tourism investments, and funding for private sector activities and projects.

II– Sustainable tourism in France and the sustainability of the Paris 2024 Olympics

France is considered the most popular tourist destination in the world. Every traveler dreams of visiting France, seeing its most famous historical landmarks, experiencing the world’s most renowned artworks, shopping in the largest global brands, staying in the most luxurious hotels, and enjoying the most delicious, exquisite, and expensive cuisines in the world.

France is considered a leader in the field of sustainable tourism. This is achieved through its adoption of a range of initiatives that have contributed to its leadership in the sector. Among the most significant of these is hosting the largest global sporting event, which involves a large number of athletes from around the world and is watched by most of the world's population. Through this sporting event, France has attempted to promote the idea of sustainable tourism.

1- Tourism in France

France is the preferred tourist destination for travelers worldwide, attracting millions of visitors throughout the year. With the ongoing Olympic Games in Paris during the summer of 2024, a significant increase in the number of tourists is expected, especially in the coming years, leading to a revival of tourism as it was before the COVID-19 pandemic. Below is a table showing the development of the number of tourists in France from 2010 to 2022:

Table No. (2): Development of the Number of Tourists to France from 2010 to 2022.

Year	Number of Tourists (millions)
2010	77,6
2011	80,5
2012	82
2013	83,6
2014	83,7

2015	84,5
2016	82,7
2017	86,9
2018	89,4
2019	90,9
2020	41,7
2021	48,4
2022	79,4
Average number of tourists (since 2010).	77,8

Source: France Tourism Statistics and Analysis, Available on Site:

<https://travel.radicalstorage.com/france-tourism-statistics/> Date of view: 07/08/2024.

It can be observed from the table that there is a continuous growth in the number of tourists from the year 2010 (77.6 million tourists) to the year 2019, which saw the highest number of tourists (90.9 million tourists), with a slight decline in 2016 (82.7 million tourists).

As observed, there has been a decline in the number of tourists in recent years following the COVID-19 pandemic. In 2020, the number of tourists reached 41.7 million, marking a decrease of 54.1% due to the pandemic. However, the number of international visitors to France recovered by 16.1% in 2021, when 48.4 million tourists visited the country. The number of tourists continued to rise in 2022, increasing by 64.04% to reach 79.4 million tourists. However, this figure is still below the numbers seen in the years prior to the pandemic. On average, from 2010 to 2022, 77.8 million tourists visited France annually. It is expected that the number of tourists will return to even higher levels after the Paris Olympics.

Tourism represents 8% of France's total GDP (storage, 2024). In 2024, France is expected to see a rise in revenues in the travel and tourism market, with expected revenues of 20.66 billion USD in 2024. These revenues are expected to grow annually at a rate of 2.83%, leading to a projected market size of 23.75 billion USD by 2029. The hotel market is the largest in France, with an expected market size of 10.90 billion USD in 2024. By 2029, the number of users in hotels is expected to reach 29.90 million. Additionally, 76% of total revenues in the travel and tourism market in France are expected to be generated through online sales by 2029 (Statista, 2024).

France offers a wide range of attractions and cultural sites, including street art, historical landmarks, and events that visitors enjoy. After the lifting of travel restrictions for most countries that have reopened, tourism has rebounded again as of 2021, initially driven by local customers, then by people from neighboring countries, and more recently by tourists from further afield. The following figure shows the most important tourist areas in France.

Figure No. (2): The Most Visited Areas in France



Source: France Tourism Statistics and Analysis, Available on Site:

<https://travel.radicalstorage.com/france-tourism-statistics/> Date of view: 07/08/2024 .

From the previous chart showing the number of tourists who visited tourist sites and historical landmarks in France in 2024, the most visited place in France so far is Disneyland Paris, with 14.8 million annual visitors. It is considered the largest entertainment resort in the world and includes the Kingdom of Magic and Adventures. It is followed by the Louvre Museum with 8 million visitors, being the largest art museum in the world and home to the most famous artworks globally, and the Palace of Versailles with 7.7 million visitors, a symbol of royal grandeur during the reign of Louis XIV, featuring stunning gardens and the famous Hall of Mirrors. Meanwhile, the Eiffel Tower receives 6.2 million visitors annually and is considered one of the most iconic landmarks in France, built in 1889 for the Paris World Fair.

2- Sustainability of the 2024 Olympic Games

Paris as the capital of France and one of the most visited cities in the world. In 2022, it welcomed 44 million visitors, exceeding all expectations. The Paris tourism office had anticipated that 33 million people would visit the city throughout the year. Hotel occupancy in the region saw a recovery of 112% compared to 2021, with a total of 66.6 million overnight stays recorded.

However, this figure remains below the occupancy levels for the same period in 2019, but only by 6% (the brussels times, 2023) . A significant increase in the number of visitors is expected in the coming years, especially with Paris hosting the 2024 Olympics.

Paris won the bid to host the 2024 Olympics, the world's largest and most prestigious sporting event, with approximately 10,500 athletes representing 206 National Olympic Committees participating. For the first time in Olympic history, the opening ceremony took place outside a stadium on the banks of the Seine River and concluded in front of the Trocadéro - the site of the Palais de Chaillot, separated from the Eiffel Tower by the Seine River. This marks the first time that an opening ceremony has been open to the largest possible number of people and without any entrance fee, with the exception of one specific area. Most of the competitions took place in some of the world's most famous locations.

The Olympic Games in this edition committed to reducing their carbon footprint by half compared to previous editions. This was achieved by decreasing carbon emissions through the use of innovative energy models and minimizing the impact of all materials, from spectator seats to tents, chairs, and beds. The organizing committee planned to deliver a sporting event better than ever before, while also being more responsible and sustainable.

The Paris 2024 Olympics is distinguished by a series of measures aimed primarily at protecting the environment, achieving sustainable development, and promoting the tourist areas in Paris. This is being done through the following:

- Most competitions took place in locations considered among the most famous in the world. The idea of beach volleyball was held next to the Eiffel Tower, surfing at the famous Teahupo'o wave site, and equestrian competitions at the Palace of Versailles. The Grand Palace was dedicated to fencing and taekwondo competitions, allowing participants in the Olympic Games and the audience to see the most significant and renowned tourist and historical landmarks in France and the world.
- The Olympic Village was built across parts of three cities: Saint-Denis, Saint-Ouen, and Île-Saint-Denis. It will accommodate 14,250 athletes during the Olympic Games, providing up to 60,000 meals a day, with a medical clinic available to athletes at all times. After the Games, the village will transform into a new, functional, and environmentally responsible neighborhood. The goal was to design and deliver a district that reflects urban spaces as envisioned in 2050. The village will help protect and promote biodiversity (through features like roofs designed to house insects and birds, and fences with openings to allow the passage of small animals, etc.). It will contribute to reducing carbon emissions and achieving the targets outlined in Paris' climate plan, staying on track to reach carbon neutrality by 2050 (for example, using wood and other organic materials in the construction processes for the Games). The village will help the city adapt to the climate in 2050, with features designed to accommodate and mitigate the effects of climate change. After the end of the Olympic and Paralympic Games, the village will transform into a neighborhood that includes the following:
 - 2500 new homes.
 - One student dormitory.

- One hotel.
 - A green park with an area of three hectares.
 - About seven hectares of gardens and parks.
 - 120,000 square meters of office spaces and city service facilities.
 - 3,200 square meters of neighboring commercial stores (Paris 2024, 2024).
- The Paris Olympics is distinguished this time by its environmentally friendly Olympic flame, which is neither a real fire nor consumes fuel to stay lit. A large cauldron designed in the shape of a ring is connected to a giant balloon in the Tuileries Gardens, which is open to the public for free during the day and floats in the sky of Paris from sunset until 2 a.m. The organizing committee assured that the cauldron contains no fuel and that the flame cannot spread because the fire that burns in the cauldron is not real fire; it is merely an illusion of flames. It was designed by EDF, powered by "100% renewable electricity produced in France." The massive cauldron is enhanced by "40 LED spotlight lamps to illuminate the cloud created by 200 high-pressure mist nozzles." This deceptive trick uses a cloud of mist and beams of light to give the impression of fire.

This cauldron attracts a large number of visitors daily, curious to get a closer look at the massive, eco-friendly flame that illuminates Paris. The organizing committee for the games has established several rules for visits, including free online registration for 15-minute time slots between 11 AM and 7 PM from July 27th to August 11th. This allows up to 10,000 people to approach the cauldron each day. This achievement supports responsible tourism in France.

- Under the "food vision" for the Paris 2024 Olympics, France has ensured that a quarter of the food provided to athletes is produced within a distance of no more than 250 kilometers from the competition venue, in order to reduce carbon emissions caused by transporting fresh products. Additionally, priority is given to French products, with the goal of having 80 percent of the food served to athletes made in France.
- Every athlete who steps onto the Olympic podium receives a piece of the Eiffel Tower. This hexagon-shaped piece is made from the original iron of the famous landmark.

All these features and others made the Paris 2024 Olympics, which attracted millions of visitors from all over the world, a truly global event that is environmentally friendly and socially responsible.

III- Results and Recommendations

Through studying the sustainable tourism strategy adopted by France during the Paris 2024 Olympics, which amazed the world with its achievements in this field, France promoted various tourist landmarks by hosting the Olympic Games in or around them in open spaces, allowing the largest possible audience to attend. This edition was also distinguished by its efforts to reduce the negative impacts that could affect the environment in the future. This was achieved through the construction of an eco-friendly Olympic Village, which will later be transformed into a model eco-friendly neighborhood. Additionally, efforts were made to minimize carbon emissions resulting

from visitors' transportation within the city. It is expected that after the Paris Olympics, the number of visitors to France will double in the coming years.

Tourism in many countries remains far from the level seen in developed nations, despite the fact that these countries are rich in tourist destinations characterized by natural diversity, deep historical roots, and authentic architectural distinction. These are considered key components of sustainable tourism development. With the availability of a wide variety of tourist destinations across different domains (mountainous regions, coastal strips, desert areas, Roman ruins, and cities that have witnessed successive civilizations), all of this offers tourism development in these countries a real opportunity for success if properly utilized.

The tourism sector is one of the important sectors that Algeria can rely on in the future and invest in, as it is considered a major source of foreign currency. As a first step, Algeria should facilitate the procedures for obtaining tourist visas for foreigners and adopt the concept of sustainable development as a fundamental basis for various human and economic development projects, including tourism, due to its local, national, and global importance. Accordingly, a set of suggestions are presented that can contribute to the development of sustainable tourism in Algeria a continent-like country with enormous natural potential, diverse cultural heritage, and varying customs and traditions from one region to another. Therefore, the Algerian state should strive to:

- Raising citizens' awareness of the importance of tourism in economic diversification to increase national income and boost foreign currency reserves.
- Encouraging domestic tourism and providing all the necessary conditions to keep local tourists within the country by offering high-quality hotel and tourism facilities at affordable prices for the average citizen, Developing domestic tourism ensures the achievement of local development and enables the country to cope with international crises that may affect foreign tourism.
- Adopting the idea of year-round tourism rather than just in the summer season by investing in tourist resorts that offer high-quality services in various parts of the country, and promoting different types of tourism in different regions of the country, as the desert regions (Ouargla, Ghardaïa, Adrar, Tamanrasset, Djanet...), the mountains (Chr  a, Tikjda, Babors and Megres (Setif), Khenchela...), the coast (El Kala, El-Kol, Skikda, Jijel, Bejaia, Annaba, Oran, Mostaganem...), and the archaeological sites of the successive civilizations in the region (Tipaza, Djemila (Setif), Timgad (Batna), Tlemcen, Bejaia...), as well as the natural hot springs and other natural resources, if properly developed could make Algeria one of the top tourist destinations in the world.
- Tourist agencies should promote sustainable tourism and raise awareness about it among foreigners and local tourists.
- Hotels should offer promotional discounts during periods of low occupancy and market these offers to attract both foreign and domestic tourists.
- Using global days such as Earth Day, Arbor Day, and Car-Free Day as opportunities to engage in activities that promote sustainable tourism.

- Hosting international competitions in sports and culture and leveraging them to promote tourism by utilizing cultural, civilizational, and environmental heritage.
- Posting videos, pictures, and informational content about sustainable tourism opportunities on social media, and encouraging citizens to share them as well to attract local and foreign tourists.
- Developing smartphone applications that promote sustainable tourism.

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