

Tourism Recovery Policies from Covid 19 Pandemic Case of The First Destination in The World (France)

Amel Brahim Ali^{1,*}, Bilal Belahcene²

¹Faculty of Economic Sciences, University of Blida2 (Algeria)

a.brahim-ali @univ-blida2.dz

² Faculty of Economic Sciences, University of Blida2 (Algeria)

b.belahcene@univ-blida2.dz

Received: 04/03/2024; **Accepted:** 21/05/2024; **Published:** 15/07/2024

Abstract: The aim of our study is to present the impact of unprecedented spread of Covid 19 in the beginning of 2020 on tourism sector. Hence, we Compared tourism performance indicators pre and post the health crisis, then we discussed the measures which gathered by France Government to recover tourism sector. we concluded that the first destination in the world allocated a budget of more than 38 billion euro divided into five axis that allow France to recover rapidly and preserve its international rank.

Keywords: Tourism; Covid 19 Pandemic, Tourism Recovery; France Destination.

Jel Classification Codes : O50, O52

* Corresponding author.

Introduction:

The tourism sector knew a continuous progress since the beginning of the century¹, the number of international visits had more than doubled since 2000, it recorded 833.2 million tourists in 2000 and 1.01 billion tourists in 2005, at the end of 2010 the World Tourism Organization published in its bulletin 1.17 trillion international tourist arrival. An increase of 46.5% was recorded in 2015 by 1.48 billion tourists around the world. In the beginning of 2020, the situation was changed by the arrival unexpected of the "Coronavirus", known as a world mortal pandemic which has paralyzed all forms of life on earth. According to OECD², the world economy has expected to lose around \$ 12 trillion from the crisis over 2020 and 2021, It went into deeper recession and a slower recovery in 2021. Tourism as a tertiary sector has been deeply affected by the Covid19 crises, the tourism sector recorded 495 million tourists in 2020 (71% less than 2018), and 528 million tourists in 2021 with a digression of -69.7% compared to pre-pandemic in 2018. Many international destinations, especially those where tourism sector contributes significantly in their economic, put plans to front the pandemic impact and to avoid a white year in tourism or a continuous digression in the sector for few next years, and restore tourism sector to its previous state in 2019. France has been the first tourist destination for more than 30 years, 2019 was the year when it recorded the highest number of international tourists with 90.9 million visitors. by 2020 France destination lost 46% inbound tourists due to travel restrictions.

According to above, we discuss in our study the following **problematic**: what are the main activities of France, the first inbound destination in the world, to revive tourism sector deeply affected by corona virus crisis?

To solve the problematic, we ask the following **sub-questions**:

- How much the tourism sector was affected by the corona pandemic?
- what activities had France Government done for tourism recovery against the corona pandemic?
- how much is the budget allocated to tourism in France to deal with health and economic crisis and to relaunch the sector?

Hypothesis of study:

- Tourism sector depends on visitors' activities in destination area (travel, contact, overnight stay...), all these activities are forbidden according to corona pandemic World Health Organization recommendations, we guess tourism sector was totally paralyze during the health crisis, and the negator effects were still ongoing.

-France Government's role is crucial to make the destination visible in tourism market, we suppose that many measures have been done for the benefit of tourism sector.

- International revenue of tourism sector in France exceed 56 billion euro in 2019 (pre pandemic). We suppose the recovery budget can exceed a billion euro.

Study Objectives:

Our study aims to:

- Give a quantitative description of the impact of Covid 19 on the tourism sector in the world;

- Compare tourism performance indicators pre and post the health crisis;

- Presenting France tourism destination policy which is the first destination on the world in confronting corona pandemic crisis-

The importance of study: International tourism achieved \$1.5 trillion in 2018, with an annual growth rate of 4%. Furthermore, the tourism sector had become a socioeconomic locomotive in many countries, and contribute significantly in world GDP (around 10% yearly). The spread of Covid 19 in the beginning of 2020 made a serious crisis in tourism sector that made many countries to adopt several measures to aimed save the sector. So, it had been more important economically and sociologically to recover the tourism sector in short order. Presenting measures of recovery that adopted by the first destination in the world can clarify and perspective the future of the sector in next few year.

I- Tourism highlight: pre-pandemic and post-pandemic

Tourism is one of many industries that drive economic growth in the world. Tourism income is classified as a form of export that can positively enhance the trade balance of the destination country. It contributes to earning foreign exchange, increasing the income of the population of the tourist destination, creating employment opportunities, and contributing to government revenues. Year of 2012

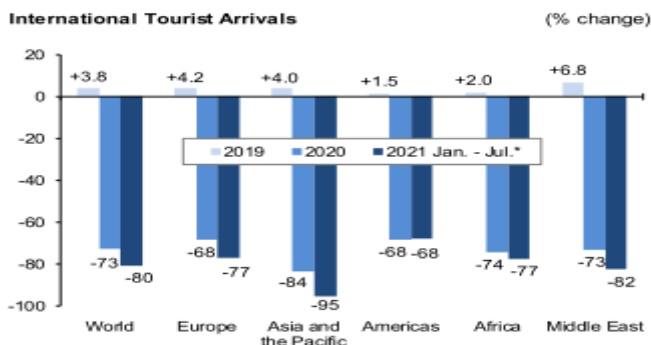
was the first time when international tourist arrival surpassing a record of one billion tourists globally, from 2012 to 2017, encouraging indicators were announced by the World Tourism Organization to conclude the second decade of the century with high growth rates and important profits for stakeholders. Year of 2017 knew a healthy growth in international tourism³, 1,326 million tourists travelled internationally with grew of 7%, it was the highest increase since the 2009 global economic crisis. International tourism receipts increased 4.9% in real terms (adjusted for exchange rate fluctuations and inflation) to reach US\$ 1,340 billion in 2017, in addition to this receipts, international tourism generated another US\$ 240 billion from international passenger transport services rendered to non-residents. In 2017 tourism ranks third after chemicals and fuels and ahead of automotive products as a worldwide export category and in many developing countries tourism was the top export category. Tourism and Travel⁴ sector created around 313 million jobs and contributed US\$ 8.3 trillion to the global economy (taking its wider indirect and induced impacts into account), these were approximately 1 in 10 of all jobs and equal to 10.4% of the world's GDP in 2017. International destinations welcomed 1,401 million foreign tourists in 2018, a grew of 5.4% has been recorded. In term of receipt, tourism sector generated US\$ 1,451 billion, 4.4% rate of grew was achieved, if we add passenger transport revenue tourism and travel earn 5 billion a day in exports which mean have grown US\$ 1.7 trillion. Employment in travel and tourism sector in 2018 represent 10% of all employment, the sector supported more than 319 million people's job, and contributed US\$8.8 trillion to the global economy which equates to 10.4% of global GDP⁵. Ten years after the 2009 global financial crisis, international tourism continued to record significant growth, with 1,460 million visitors traveling internationally, 4% growth achieved, and 3% increase in total international tourism receipts by generating US\$1,481 billion⁶. The total contribution of travel and tourism to worldwide GDP in 2019 was US\$10 billion, equivalent to 10% and 434 million people's job, growing 4.7% more than previous year⁷.

The year 2019 ended with the announcement of the spread of an infectious disease in China. On 30 January 2020 coronavirus was declared a Public Health Emergency of International Concern

(PHEIC) with an official death toll of 171⁸. On March 11th, the World Health Organization announced that the Corona virus had become a global pandemic, the number of infected cases reached more than 150 thousand, and the number of deaths reached 4,650 deaths, the healthy crisis has been in exponential progress. In response to the pandemic, The World Health Organization has communicated numerous restriction and lockdown measures to governments around the world. The all most measures to avoid and decline the breakthrough infection of corona virus affect directly the tourism sector, a composite measure of public health and social measures severity, based on an average of the following six measures⁹: Facial coverings and/or mask wearing; Adaptation or closure of school; Adaptation or closure of businesses; Limits and restrictions on public and private gatherings; Restrictions on domestic movement, public transport and stay at home orders; International travel restrictions (entry restrictions, quarantining and testing). Countries response to curb the pandemic was by national lockdowns and a wide implementation of travel restrictions and shutdown of borders, that made tourism one of the hardest-hit sectors. In 2020 International tourist arrivals (overnight visitors) declined 65% in the first half of 2020 over the same period last year, with arrivals in June down 93%, according to data reported by destinations. The massive fall in international travel demand during the first half of 2020 translates into a loss of 440 million international arrivals and about USD 460 billion in export revenues from international tourism¹⁰. The estimated decline in internationals tourism in 2020 is equivalent to a loss of about 1 billion arrivals and US\$ 1.1 trillion in international tourism receipts. This plunge in international tourism could result in an estimated economic loss of over US\$ 2 trillion in global GDP, more than 2% of the world's GDP in 2019 , more than 10 times the loss in 2009 under the impact of the global economic crisis, this would mean that international tourism have returned to levels of 30 years ago¹¹. UNWTO expected the return to 2019 levels in terms of international arrivals would take 2½ to 4 years. 2021 knew a weak start, even a small improvement in June and July which was underpinned by the reopening of many destinations to international travel, mostly in Europe and the Americas, the relaxation of travel restrictions to vaccinated travellers, coupled with progress made in the roll-out of COVID-19 vaccines, contributed to ease travel restrictions,

lift consumer confidence and gradually restore safe mobility in Europe and other parts of the world, international tourist arrivals (overnight visitors) in the first seven months of 2021 were 40% below the levels of 2020, and 80% down compared to the same period of pre-pandemic year 2019¹².

Figure 1 : Change in International Tourist Arrivals by Subregion 2019–2021



Source: UNWTO. <https://www.e-unwto.org/doi/abs/10.18111/wtobarmetereng.2020.18.1.5>

2021 was a year of learning and adapting, a year in which partnership was recognized as the only way forward, and tourism's response with UNWTO's vision was not just to restart, but to do so in a more inclusive, innovative and sustainable way¹³. The easing or lifting of travel restrictions in a growing number of countries contributed to improve the results of 2022, through July 2022 international tourism arrival reached 57% of pre-pandemic level and +172% compared to the same period of 2021¹⁴. Global international tourism receipts rose by approximately 75% in 2022 over the previous year, despite the sharp annual increase, international tourism receipts worldwide stayed below pre-pandemic levels, amounting to roughly 1.09 trillion U.S. dollars¹⁵ which represented 7.6% of the global GDP in 2022¹⁶.

II– Methods and Materials:

The article analyzes the tourism industry in the pre and post crisis-pandemic using macroeconomic indicators: Number of international tourists, GDP and employment between 2017 and 2022. To respond to

hypotheses, particularly related to countries' policies in order to recover from the effects of the Covid 19 pandemic in the tourism sector, and based on available data we will present the case of France tourism as the first destination in the world in number of international visitors, we collected data from official web sites and official reports concerned the policies adopted to revive tourism industry in France, basically "Destination France: The Recovery and Transformation Plan for Tourism" as official plan of France Government to recover tourism sector after health economic crisis, and to make the sector ready to achieve next ten years transformation goals.

III- Results and discussion :

France has been the first tourist destination for more than 30 years, from 2010 to 2019 an average of 77.7 million international visitors was recorded, 2019 was the year when it recorded the highest number of international tourists with 90.9 million visitors. In 2020 when Covid 19 spreads into the globe, France recorded the lowest number of international tourists at 41.7 million visitors, a digression of 54% due to travel restrictions¹⁷. As known tourism sector depends on visitors' activities in destination area (travel, contact, overnight stay...), all these activities are forbidden according to corona pandemic World Health Organization recommendations. We suppose in our first hypothesis that tourism sector was totally paralyzed during the health crisis, and the negator effects were still ongoing. In May 2020, the Government putted in place a voluntary 14-day quarantine measure for travellers arriving from certain countries, and for travellers arriving from outside the European area the border closure and therefore the ban on entry. When we return to statistics about nationalities more visited France in 2018, we found almost of them were from European union (Appendix 2), more than sixty million European visited France in 2018, that what explain although the pandemic restrictions, more than forty million visitors entered to France in 2020. According to (Appendix1) world international tourist arrival change between 2019 and 2020 was (-72.6%). The highest change recorded in Asia and the Pacific area (-83.5%), followed by Africa (-74.2) and Middle East (-73%), Europe and Americas area change was (-68.4%) and (-68.1) successively. France destination which recorded a regression of (-54%) stay under the European level (-68.4%), that due to its tourism reputation and the limited restrictions

toward its primary markets. Accordingly, our first hypothesis is wrong, the pandemic didn't paralyze totally the tourism sector in France.

In order to assist and to accelerate the tourism sector recovery in France, the government set “Destination France: The Recovery and Transformation Plan for Tourism”¹⁸ as a recovery plan to front the neglect impact of Covid 19 pandemic and as a road for the vision of the future of France tourism in next ten years. On other hand The Tourism Sector Committee (TSC) has been installed since January 2020 as a consultation tool for all players in the sector, it is made up of more than 100 members (companies, professional federations/associations, trade union organizations, local authorities, institutions, national operator, private actors) and chaired by the secretary of state for tourism. During the crisis, the TSC made it possible to bring together all the players in the sector on a weekly basis in order to carry out joint work, it enabled constant exchanges of information in an emergency context and then facilitated and secured the resumption of tourist activities in the territories. In response to the health crisis, the Government responded and quickly put in place significant support measures in favor of the tourism sector (businesses, communities and operators), the emergency measures implemented by the Ministry of the Economy, Finance and Recovery (MEFR) have particularly supported tourism. The TSC has also been the privileged body for reflection on the sector's recovery strategy and on the reconquest and transformation of tourism for the years to come, the four TSC commissions (Employment-training, Sustainable tourism, Competitiveness-simplification-regulation and Digital-innovation) produced numerous proposals which fed into the Destination France plan. This last is based on five areas of intervention and mobilizes more than 1.9 billion euro in public credits on the three coming years:

Area n° 1: Track and Reintegrate Talents.

Area n°2: Strengthen the Resilience of The Sector and Support The Increase in The Quality of The Supply.

Area n°3: Value and Develop France Tourist Assets.

Area n°4: Responding to The Sector's Transformation Challenges.

Area n°5: Promote France Destination and Reinforce its Market Share.

Each area above has its measures to lead a quick recovery and transformation of France tourism, we discuss below just measures of recovery from health crisis.

1- Training: During the crisis, training of employees was taken care via Training section in the National Jobs Fund (FNE), 2.5 million hours of training was funded and nearly 100 million euros aid was paid to businesses to their care. The FNE acted as additional protection to preserve employability of employees and develop their skills. Furthermore, companies most affected by the crisis and knowing more lasting difficulties may resort to long-term partial activity: find out more of 16 million hours have already been compensated to the tune of 250 million euros. the benefit of this measure was open to seasonal employees under certain conditions.

2- loans to guarantee quality: In May 2020, as part of the recovery plan Tourism announced by the Government, important measures in favor of the sector were announced for more than 3 billion euros, carried by the “*Caisse des Dépôts*” Group. These measures were deployed from July 2020 in favor of businesses and communities. September 30, 2021, the Bank of Territories committed 353 million euros in loans and advances repayable and 548 million euros in equity, in tourist real estate, both in accommodation (hotels, tourist residences, holiday villages...etc.), as well as in facilities such as thermal establishments. *Bpifrance* has committed more than 1 billion euros in loans and more 150 million euros of equity and quasi-funds specific for the benefit of the sector. The public offer of long-term loans in favor of tourism was reinforced in 2021-2022 and The increase in quality of the hotel and catering industry in medium-sized towns had benefited of specific support to revitalize this segment necessary for tourist attractiveness of the territories.

3- Support business tourism and events operators with €100 million: In order to support business tourism and events, the Government has decided to implement a dedicated sectoral measure at professional events for support this very competitive sector in the resumption of its activity, strongly affected by the health crisis. This plan with €100 million is structured around three points aiming for a rebound from 2022 and an increase in quality of infrastructure in the longer term:

- Assistance with the return of exhibitors on the main French trade shows and fairs;
- A budget to finance the feedback from main international buyers, targeted at trade shows and strategic fairs with an international dimension;
- A mobilization of loans on funds savings by the Bank of Territories for finance long-term projects improvement in the quality of event sites (exhibition centers and conference centers), particularly in environmental terms and digital.

4- Establishing a public reinsurance mechanism to secure the financial guarantee market for travel and holiday operators: In order to secure and stabilize the financial guarantee market for travel operators particularly affected by the economic and health crisis, the Government planned to set up a public reinsurance scheme to the tune of €165 million for a State guarantee amount estimated at €1.5 billion.

5- Consolidate tourist demand in a “vacation for all” logic: Allowing as many French people as possible to go on vacation was an important element of the Destination France Plan to ensure the resilience of the sector. Hence the Government supported the tourism rebound by encouraging the departure on vacation of all French people, in 2020, an envelope of €40 million from the National Agency for Holiday Checks (ANCV), made it possible to finance exceptional holiday vouchers of €300 to €500 for 300,000 families. In other hand an exceptional derogative was put in place to enabled more than 23,000 young people (the crisis particularly affected young adults) to be financially supported in their departure on vacation between June and September 2021. By 2025, the Government, in conjunction with the ANCV, will financially support the vacation of 50,000 young people aged 18 to 25 (up to €250 in aid) but also 100,000 seniors (up to €180 in aid) per year, nearly €70 million will be devoted to helping French people go on vacation by 2025.

6-boost the communication and the promotion actions for France destination toward tourists and investors: In order to ensure tourism rebound after the health crisis and to face international competition, the Government has decided to launch a vast communication and promotion plan for the France destination until 2024. This plan, with 20 million euros, aims to reaffirm the place of France as a reference destination, to promote the numerous assets and

diversity of national heritage and to make sustainable tourism a factor of attractiveness. We conclude that France Government's role is crucial to make the destination visible in tourism market and to support the recovery of tourism rapidly especially in period of crisis as like as Covid 19 pandemic, all of that above support our second hypothesis. Additionally, France Government, since 1st March 2020 allocated supports for the tourism sector. more than 38 million euro divided as follows:

- The volumes of loans guaranteed by the State reached nearly 13 billion euros and benefited nearly 125,000 companies in the sector;
- The sector was able to benefit from the partial activity system to the tune of 8.6 billion euros;
- The solidarity fund (including the expanded "fixed costs" system and adaptations for overseas) represented more than 15 billion euros for tourism stakeholders. In addition, nearly 1.7 billion euros were mobilized to support investment in the sector during periods of crisis;
- Long-term loan volumes reach 1 billion euros;
- Equity investments represent nearly 700 million euros;
- Investments in quasi-equity amount to 19 million euros;
- Public Investment Bank's (*Bpifrance*) engineering and consulting services reach 4.30 million euros.

Hence, the total amount granted to these various measures amounts to 38,362 million euro. France tourism vision wasn't just about recovery but about the future of the sector for next ten years in term of expanding the market share either in number of international visitors and tourism income. That explain the big budget allocated for tourism sector since the beginning of the pandemic. our third hypothesis is partially correct.

Conclusion:

Unprecedented spread of Covid 19 in the beginning of 2020 went into deeper recession and it has paralyzed the tourism sector. The sector which generated US\$1,481 billion in 2019 and recorded 1,460 million visitors traveling internationally with an achieved growth of 4% declined massively into performance indicators after the announcement of global pandemic in March 2020. International tourist arrivals declined 65% in the first half of 2020 over the same

period of 2019, with arrivals in June down 93%, according to data reported by destinations. The massive fall in international travel demand during the first half of 2020 translates into a loss of 440 million international arrivals and about USD 460 billion in export revenues from international tourism. many reports expected the return to 2019 level would take 2½ to 4 years, including France tourism which had ranked first destination in the world in number of international visitors for thirty years. Our study attempted to solve the following problematic: what are the main activities of France, the first inbound destination in the world, to revive tourism sector deeply affected by corona virus crisis? After presenting different statistics about the tourism sector pre and post Covid 19 pandemic, especially those about France tourism we verified our hypotheses. The first hypothesis about: “tourism sector was totally paralyze during the health crisis, and the negator effects were still ongoing” was wrong, during the darkest period of the epidemic, France was able to welcomed 40 million tourists. The second hypothesis: “many measures have been done by France Government for the benefit of tourism sector” was true. The third hypothesis “recovery budget of France tourism exceeds a billion euro” was partially true, France Government allocated more than 38 billion euro for tourism recovery and support the development of the sector for the next ten years. In our study we choose France destination as case study because it is a reference in the world of tourism, so it had preserved its first place for more than thirty years, in same time our study limitation at the chosen case. A future comparative research of destinations is required for more details about the dynamic of the tourism sector and its future attribution on the world economic.

Appendices:

Appendix (1): International Tourist Arrivals by Subregion 2019-2021

International Tourist Arrivals by (Sub)region

	Monthly/quarterly data series																		
	Share		Change		Percentage change (%) ^a														
	(million)		(%)		2021 over 2020 ²								2021 over 2019						
	2019	2020*	2020*	19/18	20/19	YTD	Q1	Q2	Apr.	May	Jun.	Jul.	YTD	Q1	Q2	Apr.	May	Jun.	Jul.
World	1,466	402	100	3.8	-72.6	-40.3	-82.2	219.4	328.1	296.5	150.5	59.8	-80.5	-87.0	-81.5	-85.9	-81.8	-77.3	-66.7
Advanced economies ¹	777	214	53.2	2.1	-72.5	-41.9	-86.1	167.3	296.0	265.9	105.3	35.7	-82.0	-90.2	-90.5	-89.8	-83.8	-78.5	-65.5
Emerging economies ¹	689	188	46.8	5.7	-72.7	-38.7	-78.8	292.1	350.6	332.4	236.5	114.4	-78.8	-84.0	-83.1	-81.5	-79.3	-75.8	-67.2
By UNWTO regions:																			
Europe	746.3	235.9	58.7	4.2	-68.4	-31.1	-83.2	162.5	294.4	257.7	104.7	38.6	-76.9	-86.7	-80.5	-87.2	-81.6	-74.7	-57.6
Northern Europe	83.7	21.5	5.4	3.3	-74.3	-66.7	-92.8	65.6	59.9	57.7	71.5	9.3	-89.2	-94.1	-91.7	-94.6	-93.3	-88.4	-78.2
Western Europe	205.4	79.0	19.6	2.6	-61.5	-44.1	-87.8	87.7	286.5	223.3	21.7	-0.5	-78.5	-90.5	-80.5	-87.9	-77.4	-77.2	-58.3
Central/Eastern Eur.	153.2	47.2	11.7	4.8	-69.2	-45.8	-80.6	165.0	241.1	224.8	106.4	2.4	-80.3	-83.9	-81.8	-83.8	-83.0	-78.9	-71.0
Southern/Medit. Eur.	304.0	88.2	21.9	5.3	-71.0	1.4	-77.2	259.6	441.0	363.1	199.1	98.2	-70.6	-82.6	-77.0	-86.5	-80.6	-67.8	-46.2
- of which EU-27	540.7	178.6	44.4	3.2	-67.0	-32.6	-84.1	123.7	212.9	202.4	82.0	24.3	-76.8	-87.7	-88.9	-89.0	-81.9	-73.4	-56.4
Asia and the Pacific	360.4	59.3	14.8	4.0	-83.5	-81.0	-92.5	265.0	393.4	265.5	173.0	134.2	-95.3	-95.9	-95.0	-94.6	-94.8	-95.5	-94.3
North-East Asia	170.3	20.2	5.0	0.7	-88.1	-64.0	-87.3	451.5	819.2	487.6	238.7	152.7	-94.5	-95.6	-94.0	-93.4	-93.7	-94.8	-92.7
South-East Asia	138.6	25.5	6.3	7.8	-81.6	-93.0	-97.2	35.0	27.5	37.2	40.5	21.7	-97.9	-98.2	-97.6	-97.8	-97.3	-97.7	-97.7
Oceania	17.5	3.6	0.9	2.4	-79.4	-87.1	-98.2	927.8	874.8	↑	815.1	502.8	-95.4	-98.6	-92.1	-94.5	-91.3	-90.4	-93.7
South Asia	34.0	10.0	2.5	7.5	-70.5	-76.4	-86.7	426.0	↑	332.4	193.2	281.1	-88.7	-87.1	-90.7	-87.4	-92.5	-92.5	-89.0
Americas	219.3	69.9	17.4	1.5	-68.1	-19.1	-70.7	382.6	382.4	422.1	351.6	227.9	-68.0	-75.4	-63.8	-69.3	-61.6	-60.4	-60.3
North America	146.6	46.7	11.6	3.1	-68.2	-13.6	-67.1	263.8	258.6	276.0	257.4	198.3	-66.7	-72.0	-64.5	-68.8	-62.9	-62.0	-61.1
Caribbean	26.3	10.3	2.6	2.0	-60.7	10.9	-58.8	↑	↑	↑	561.0	185.6	-52.1	-65.7	-43.6	-52.0	-40.9	-37.0	-32.2
Central America	10.9	3.1	0.8	0.8	-71.6	-9.3	-71.7	↑	↑	↑	↑	↑	-65.1	-76.7	-58.1	-68.7	-56.0	-48.3	-48.2
South America	35.4	9.7	2.4	-4.7	-72.6	-66.5	-90.3	↑	919.6	↑	↑	688.8	-86.2	-92.1	-79.9	-86.8	-74.7	-77.0	-81.8
Africa	70.1	18.1	4.5	2.0	-74.2	-44.9	-78.9	141.7	111.7	111.2	198.9	134.5	-77.3	-81.7	-76.5	-80.8	-77.6	-71.3	-69.8
North Africa	25.6	5.5	1.4	6.4	-78.4	-23.5	-77.1	↑	↑	↑	↑	258.9	-77.8	-81.7	-79.0	-84.7	-83.7	-70.8	-70.7
Subsaharan Africa	44.5	12.5	3.1	-0.3	-71.9	-52.6	-79.6	64.8	52.8	61.1	80.2	75.9	-77.0	-81.6	-75.0	-78.5	-74.6	-71.7	-68.9
Middle East	70.0	18.9	4.7	6.8	-73.0	-50.5	-77.5	↑	↑	↑	955.4	341.7	-82.5	-82.3	-83.0	-83.6	-83.8	-81.3	-81.5

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO, September 2021)

* Provisional data

source: UNWTO. <https://www.e-unwto.org/doi/abs/10.18111/wtobarmetereng.2020.18.1.5>

Appendix (2) : Nationalities of Visitors to France 2018

	Nombre de touristes en 2018 (en millions)	Part dans l'ensemble en 2018 (en %)	Variation 2018/2017 (en millions)	Évolution 2018/2017 (en %)
Europe	70,0	78,3	1,7	2,4
Royaume-Uni	13,0	14,6	0,3	2,4
Allemagne	12,3	13,7	0,0	0,1
Belgique, Luxembourg	11,6	13,0	0,3	2,5
Suisse	6,8	7,6	-0,2	-3,4
Espagne	6,7	7,5	0,0	-0,3
Italie	7,0	7,8	0,4	5,5
Pays-Bas	4,7	5,3	0,4	9,8
Russie	0,9	1,0	0,0	5,0
Amérique	9,0	10,0	0,3	3,8
États-Unis	4,5	5,0	0,1	2,1
Canada	1,2	1,3	0,2	18,2
Brésil	1,1	1,2	-0,1	-10,5
Asie	6,4	7,1	0,4	7,4
Chine	2,2	2,4	0,1	3,8
Proche et Moyen-Orient	1,4	1,6	0,1	7,3
Inde	0,6	0,7	0,1	16,4
Japon	0,5	0,6	0,1	11,5
Afrique	2,9	3,3	0,1	4,3
Afrique du Nord	2,1	2,3	0,1	5,8
Océanie	1,1	1,2	0,0	1,5
Total	89,3	100	2,6	3,0

Referrals and references:

¹ Bastian Herre, Veronika Samborska and Max Roser (2023) - "Tourism" Published online at OurWorldInData.org. Retrieved from: 'https://ourworldindata.org/tourism' [Online Resource]]

² - World Travel Tourism Council (WTTC) (2018), Travel and Tourism -Global Economic Impact and Issues 2018.
<https://dossier-turismo.files.wordpress.com/2018/03/wttc-global-economic-impact-and-issues-2018-eng.pdf>

³ - World Travel Tourism Council (WTTC) (2019), Traven and Tourism Global Economic Impact and Trends 2019. <https://ambassade-ethiopie.fr/onewebmedia/Tourism-WTTC-Global-Economic-Impact-Trends-2019.pdf>

⁴ - Union Nation World Tourism Organization (UNWTO) (2018), UNWTO Tourism highlights 2018 Edition. <https://www.e-unwto.org/doi/book/10.18111/9789284419876>

⁵ Union Nation World Tourism Organization (UNWTO) (2020), UNWTO Tourism highlights 2020 Edition. <https://www.e-unwto.org/doi/pdf/10.18111/9789284422456>

⁶ <https://www.statista.com/statistics/233223/travel-and-tourism--total-economic-contribution-worldwide/>

⁷ <https://www.statista.com/statistics/1268465/number-of-travel-and-tourism-jobs-worldwide/>

⁸ <https://www.who.int/data/stories/the-true-death-toll-of-covid-19-estimating-global-excess-mortality>

⁹ <https://covid19.who.int/measures>

¹⁰ UNWTO World Tourism Barometer and Statistical Annex, August/September 2020. www.e-unwto.org/doi/abs/10.18111/wtobarometereng.2020.18.1.5

¹¹ UNWTO World Tourism Barometer and Statistical Annex, December 2020. www.e-unwto.org/doi/abs/10.18111/wtobarometereng.2020.18.1.7

¹² World Tourism Barometer, September 2020.

<https://www.e-unwto.org/doi/abs/10.18111/wtobarometereng.2020.18.1.5>

¹³ UNWTO 2021: A Year in Review. <https://www.unwto.org/2021-a-year-in-review>

¹⁴ World Tourism Barometer, Volume20, Issue 5, September 2022. https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2022-09/UNWTO_Barom22_05_Sept_EXCERPT.pdf?VersionId=pYFmf7WMvpcfjUDu hNzbQ_G.4phQX79q

¹⁵ <https://www.statista.com/statistics/273123/total-international-tourism-receipts/>

¹⁶ <https://www.statista.com/statistics/1099933/travel-and-tourism-share-of-gdp/>

¹⁷ <https://travel.radicalstorage.com/france-tourism-statistics>

¹⁸ <https://www.diplomatie.gouv.fr/en/french-foreign-policy/tourism/>