

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Trade and Finance**



**Bachelor Thesis**

**Impact of the COVID-19 Pandemic on Tourism  
Industry in France**

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# **BACHELOR THESIS ASSIGNMENT**

Denis Zavyalov

Economics Policy and Administration  
Business Administration

Thesis title

**Impact of the COVID-19 Pandemic on Tourism Industry in France**

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## **Objectives of thesis**

The objective of the thesis is, based on the methods used, to evaluate the effects of the COVID-19 on tourism and its potential in France.

Furthermore, recommendations will be made for a better solution to a similar situation, should it occur again in the future.

## **Methodology**

The theoretical starting points will be written based on the collection, study and processing of relevant secondary sources – professional articles, government statistics, book publications, internet sources. The method of analysis, comparison and synthesis will be used. In the practical part, author will work with methods of description and analysis so that the outputs characterize the effects of the coronavirus on the monitored industry.

## The proposed extent of the thesis

30-40

## Keywords

tourism, COVID-19, population, pandemic, revenue

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## Recommended information sources

GROSS, Sven; KLEMMER, Louisa; C.A.B. INTERNATIONAL, ISSUING BODY. *Introduction to tourism transport*. Wallingford, Oxfordshire, UK: CABI, 2014. ISBN 9781780642147.

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Prague on 28. 11. 2023

## **Declaration**

I declare that I have worked on my bachelor thesis titled "Impact of the COVID-19 Pandemic on Tourism Industry in France" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 30.11.2023

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## **Acknowledgement**

I would like to thank Ing. Olga Regnerová Ph.D. and all other persons, for their advice and support during my work on this thesis.

# **Impact of the COVID-19 Pandemic on Tourism Industry in France**

## **Abstract**

The author analyzes the impact of the recent coronavirus pandemic on the French tourism industry and assesses different sides of this impact – economic, social and political. Thus, the author comes to the conclusion that the pandemic had an immense toll on the country, since one million of tourists in France generate a revenue of 0.75 billion dollars for the French economy. As for the social impact, the author comes to the conclusion that the pandemic did not really have a ravishing effect on people itself, but the restrictions imposed were a huge problem for the population.

**Keywords:** tourism, COVID-19 pandemic, population, revenue

# Vliv pandemie COVID-19 na turistický průmysl ve Francii

## Abstrakt

Autor zkoumá vliv současné pandemie koronaviru na francouzský turistický průmysl. Následně autor taky charakterizuje tento vliv na nejdůležitější oblasti, tj. politickou, ekonomickou a sociální. Tím pádem, autor dochází k závěru, že pandemie nechala obrovský dopad na Francii, kvůli tomu, že milion turistů průměrně generuje příjmy ve vyšší 0.75 trilionů dolarů. Co se týká vlivu na sociální oblast, autor dokazuje, že mimořádná opatření proti koronaviru měli větší vliv než sama pandemie.

**Klíčová slova:** turistický průmysl, pandemie COVID-19, obyvatelstvo, příjmy

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## **1. Introduction**

However, the events of 2020 have brought to light the critical dependence of certain nations on tourism as a source of national income. Although the importance of tourism for industrialized countries cannot in any way be ignored, the events of 2020 have brought this reliance to light. It is evident that the pandemic of coronavirus not only caused vacationers all over the world to change their plans and reorganize their calendars, but the epidemic also had a severe impact on entire economies in every region of the world. This is because the pandemic caused people to avoid traveling and caused them to reorganize their calendars.

The author, who is himself a victim of the constraints given by the French government, made the decision to take insight and quantify the damage that the COVID-19 epidemic produced on the economy of France using an empirical method for the most part. This decision was made in light of the fact that the author is himself a victim of the constraints given by the French government. In addition to this, the situation in France is relatively similar to that of other European nations that focus on tourism, such as Portugal, Italy, and Spain. Given that the response of Europe to the pandemic was almost exactly the same in every country, focusing primarily on restrictions regarding movement, travel, and public gatherings, the findings of this research can also be projected onto other nations. This is due to the fact that the response of Europe to the pandemic was almost exactly the same.

When everything is said and done, the inquiry that will follow will shed more light on the actual impact that the pandemic has had on the economy of France.

## **2. Objectives and Methodology**

### **1.1 Objectives**

The objective of the thesis is to analyze how COVID-19 has affected tourism and its potential in France, one of the world's most visited countries in the world. In addition to this, the author will try to assess not only the impact on the country's economy but also on ordinary citizens and inhabitants of the country.

### **1.2 Methodology**

A secondary research methodology was introduced to conduct the study. Literature, Internet resources, government documents, etc., were borrowed in order to collect the necessary information for research. For data collection, the secondary data has been collected through extensive literature reviews. The government data about the incidences of coronavirus has been collected. The statistical data from renowned and authentic data sources have been collected to understand the impact of the coronavirus on the Tourism industry.

### 3. Literature Review

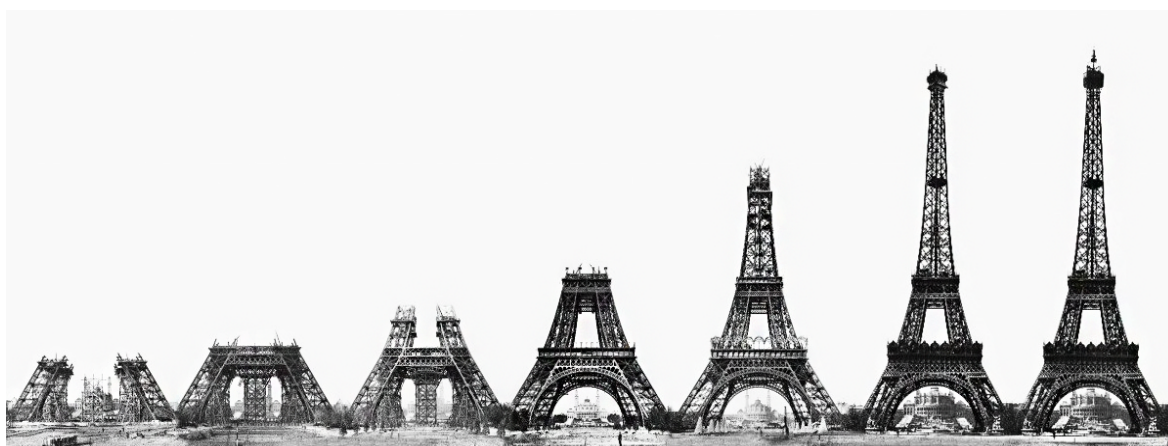
#### 1.3 Tourism in France

##### 1.3.1 History of Tourism in France

The history of tourism in France, like any tourism, is built on a huge amount of time and factors that may not currently have similar importance or, on the contrary, are unnecessary. Due to the fact that the subject of this work is the impact of the covid pandemic on tourism in France, it would be more logical to talk about what tourism in France has been like up to this point. And for the initial time period, the author of this work chose the 18th century, as it will give more touch on important stages and the history and culture of France as such.

France and its tourism have also grown gradually, as well as the construction of the Eiffel Tower, which at the moment is one of the most popular locations in the world, and many tourists from all over the globe want to visit (Figure 1).

**Figure 1, Construction of the Eiffel Tower**



Source: French Moments, 2016

Since the 18th century, there has been a continuing fascination with travel. France is becoming more and more like an international tourism destination. Tourists travel both domestically and internationally for vacations. The primary goals of travel were to better

one's education, maintain one's health, and gain knowledge of current fashion trends. Improved housing and dining options are emerging as a result of road and communication system growth, the employment of novel modes of tourism transportation, and the creation of package trip prototypes. Traveling for entertainment and outdoor leisure are two entirely new motivations for traveling that are becoming increasingly popular in the 19th century (Colligan, 2008).

The center of the educational world shifted to France. Foreigners and French from all throughout the country flock to Paris to further their studies. In the late 18th and early 19th centuries, "great tours" to Europe's main cities for educational and social objectives became popular among European youth. Private educational boarding house owners frequently included a trip to Europe in the curriculum to assist students to improve their language skills and obtaining real-world experience. The main routes to France were connected to Switzerland and Italy. Even in the 19th century, France was quite high in culture and interest from tourists from all over the world. An interesting fact is that France continues to be considered one of the most visited countries for tourism, although about 200 years have passed and many wars, revolutions, etc. (Handley, 2022).

Different tourism attractions brought tourists to the two nations: Italy offered medieval and historical artifacts, while Switzerland offered breathtaking natural beauty (Garnett, 2013). At the time, tourists could find high-quality services in both nations. The French visit to these republics was also helped by the positive home political environment. Due to students and professionals with a certain level of wealth, the number of tourists had increased by the middle of the 19th century. France has utilized mineral and thermal spring resorts since the Roman Empire (for example, Vichy, Vittel). Around the close of the 18th century, going to the beach and seaside resorts like Deauville, Biarritz, Nice, and Cannes became increasingly popular among French citizens. None of the beaches were designated for swimming (Rainis, 2007).

The 1860s saw a rise in the popularity of beach chair seating, crinolines, and umbrellas. Napoleon III's wife, Empress Eugenie, applied a gentle touch. However, as the Victorian era required, the laws of decency in the nineteenth century were notably puritanical. "High-

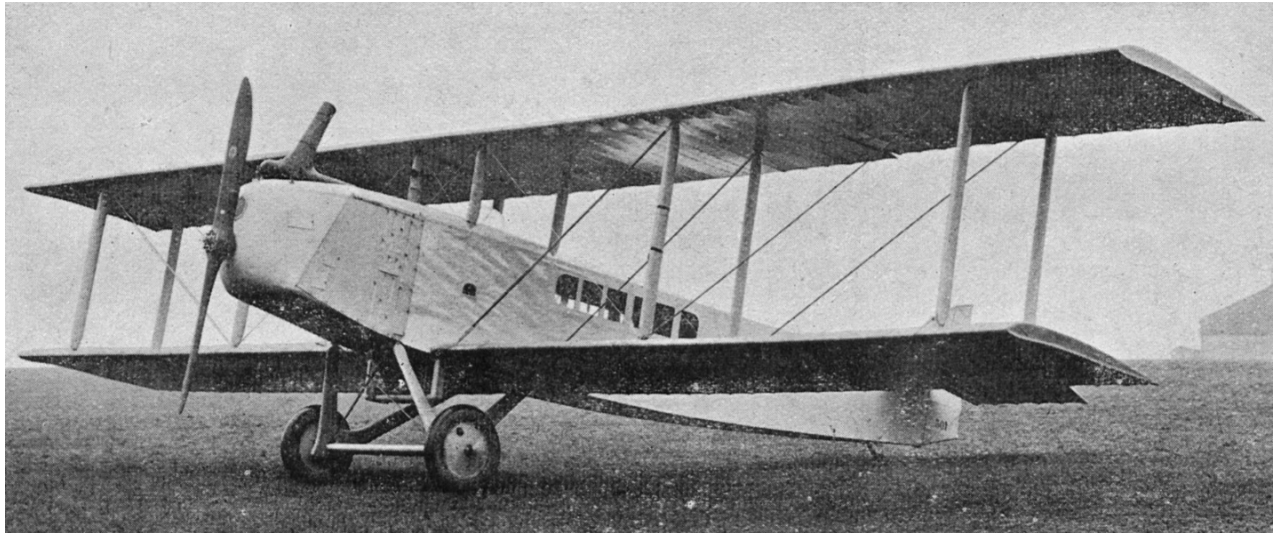
profile” guests are associated with the emergence of resort fashion. Health vacations “to the waters” were seen as an aristocratic kind of travel in France up to the end of the nineteenth century (Williams, 1991).

In the latter half of the nineteenth century, tourism growing. Workers who stand out for their social rights are paid more and have more free time (days off, paid vacations). The middle class of the population started participating in tourism as a result. Officials and staff now frequently travel to the nation over the summer. In the late 18th and early 19th centuries, water transportation played a crucial role in both internal and international communications.

The "Age of the Canals" is a period in French transportation history (Turner, 2020). Midway through the nineteenth century, rail travel started to take over. In the second part of the 19th century, travel agents and advertising agencies begin to market hotel services. At the close of the nineteenth century, new forms of hotel service tied to the industrial society combined with historical traditions of travel as a form of leisure time associated with a certain culture and attitude (Kim, 2012).

In the French city of Issy-le-Moulineaux, the first airport with hangars was built in 1907. Compagnie Generale Transaerienne, the first commercial airline in France, was established in 1909. There were airship and seaplane trips planned to Reims, Nice, Brussels, and Lucerne. The French airline was founded in this manner. Between Paris and Brussels, the first international passenger airline was founded in 1919 (Call, 1919). It was created by Lignes Aeriennes Farman.

**Figure 2, Farman F.70, one of the first passenger planes created.**



Source: Airwar, 2012

The duration of the flight was 2 hours and 50 minutes. The clientele consists primarily of millionaires, ministers, and artists.

In 1923, there were barely 6,500 travelers. In 1924, French airlines transported 9,601 passengers in total. The objective of the French carriers for the Latécoère (future Aeropostale) lines was the south: Spain, Morocco, then Senegal and South America. The Franco-Romanian corporation CIDNA intends to grow into Prague, Warsaw, Moscow, and Constantinople (Svik, 2020). Future Society for Long Distance Transportation Aérien offers flights to Berlin, Amsterdam, Copenhagen, and Brussels in Northern Europe (Dobruszkes, 2014). American based its network on London-Paris, the financial center of Europe, and added flights to Lyon, Marseille, Geneva, Antibes, Ajaccio, and Tunis. Air Orient began operations between Paris and Saigon in 1930 and went much further east. The Paris-Brussels-Amsterdam line carried 529,000 passengers in 1925 with a distance of 569,360 kilometers (Bakker, 2006). There were four seats available on the aircraft. In 1932, five major airlines combined to form Air France: Aeropostale, Air Orient, Air Union, CIDNA, and SGTA. The Paris-London route is growing in significance (Sutherland, 2016). In 1938, the firm carried 45 percent of the passengers traveling

between the two capitals (Satchell, 2003). La Provence, La Lorraine, and La Savoie are three examples of high-displacement liners used for maritime travel.

**Figure 3, Le Havre - New York, Provence, Lorraine, Savoy, Touraine. poster**



Source: Retrorambling, 2014

Due to the high expense of traveling on corporate ships, there was intense competition, compelling shipowners to increase the number of living rooms and passenger service systems, so rapidly transforming ships into luxurious floating hotels. During this era, sea travel was not the sophisticated tourist experience known as a "cruise" today. The growth of air and sea travel, together with improvements in transportation safety, efficiency, and affordability, all contributed to a rise in international travel.



The development of tourism in France was stunted by a number of events, including the First World War, the Great Depression of the 1930s, and the advent of fascism throughout Europe. Before the start of the Second World War, there was a noticeable growth in maritime shipping. Prior to the start of World War II, visitors were provided with a standard package of services (Eisenhower, 2021).

However, the customer's needs were met by straightforward tourism services. The development of tourism ground to a halt for over ten years due to the Second World War. After that, elements of mass tourism begin to emerge in the development of the tourism industry. At the close of the 1940s, the population had returned to its prewar level. The concept of vacationing became more of a need as time went on. People are more likely to participate in recreational activities as a result of the intensification of their lives. During this time period, the leisure industry began to develop and grow. At the turn of the 20th century, Europeans began taking holidays paid for by their employers. This resulted in an increase in the annual number of tourists, who in turn began to create significant earnings for France from its tourism industry. The French government was the first in all of Europe to establish a national program for the study and preservation of the country's cultural heritage (Frey, 2011). As a result, the General Inspectorate for the Protection of Monuments was established in the 19<sup>th</sup> century (1830), and the Committee of Arts and Monuments was founded in the year 1837 (Prysiashniuk, 2019).

Fast forward to the 20th century, and in 1965, a commission with the purpose of compiling an inventory of monuments and works of art was constituted. The "On Historical Monuments" Act of 1913, which is still in place today, provided the impetus for the necessity for this (Roellinger, 2014). The establishment of public-private partnerships as a means of safeguarding France's cultural legacy is the single most important step that has been taken to this end. At least half of the costs that the owner of the object incurs for repair and upkeep are picked up by the state as a form of financial assistance. Automobiles and buses are common modes of transportation in France throughout the first half of the 20th century (Przybylski, 2018). By the end of the 1930s, roughly 10,000 English tourists traveled each year to Europe by car. This number continued to grow. During the 1950s and 1960s, the intensive development of France's tourism infrastructure (including hotels, campgrounds,

restaurants, travel agents, and other related businesses) coincided with the commencement of the collection of tourism data (Barker, 1982).

During the 1950s, foreign exchange revenues came mostly from inbound tourism, which was primarily constituted of visitors from the United States. During this decade, the vast majority of people continued to live in poverty, and the demand for low-cost travel was the driving force behind the expansion of the tourism industry (Rodríguez, 2020). From the 1950s to the middle of the 1970s, there was a significant increase in both incoming and outgoing tourism. The tourism business is becoming more diverse at an increasing rate (Sezgin, 2012).

In the 1980s, the rate of economic expansion decreased but did not change significantly. The arms race and the accompanying increase in military spending both had a detrimental impact on the expansion of the tourism industry in France. Boosting the average length of holidays and improving the overall health of the people both contributed positively to the expansion of the tourist industry. One of the defining characteristics of the tourist industry in France throughout the 1980s and 1990s was the growing demand for tourism services from people with middle incomes and low incomes. This has led to a diversification of the tourism offering, which now caters to persons with different levels of material prosperity, hobbies, goals, and expectations for service (Carr-Locke, 2020).

Concurrently, there is a trend toward greater standardization and unification of the tourism sector. The processes of its specialization for different consumer segments and the diversity of the set of tourist services, including related and formerly uncharacteristic of the tourist market (organization of exhibitions, fairs, business trips, and training), as well as the availability of products related to tourism, have sped up significantly in recent years. It is important to highlight the fact that the development of information and communication media, as well as improvements in transportation, had a significant positive effect on the growth of tourist exchanges. These improvements included increased levels of comfort, dependability, and affordability associated with travel (Foult, 2016).

## 1.4 Effect on the country's economy

The French economy is heavily dependent on the travel and tourism sector. France has been at the top of the list of the most popular tourist destinations continuously since the 1990s (Thyebaut, 2018). At the same time, some travelers (such as vacationers and people from Northern Europe traveling to Spain) transit through French territory, and the vast majority of travelers stop in France for the express purpose of unwinding and enjoying themselves. This is also the case for a portion of the population of France, specifically the fraction that chooses to vacation there. According to the latest available statistics, France welcomed an all-time high of 89.3 million visitors from other countries in 2018 (France24, 2015). It passed the

United States (80.1 million), China (62.9 million), Spain (82.8 million), and Italy (62.1 million) by a substantial margin ().

The increase in the number of tourists visiting the capital of France was greater than 6% (Statista, 2021). Paris has seen an increase in the number of visitors from China, the United Kingdom, and the United States. The Middle East is the region of origin for the vast

**Figure 4, Top ten international tourism destinations in 2018**

		(millions)	change 2018/2017 (%)
1	France	89.3	3.0
2	Spain	82.8	1.1
3	United States*	80.1	4.2
4	China	62.9	3.6
5	Italy	62.1	6.7
6	Turkey	45.8	21.7
7	Mexico	41.4	5.5
8	Germany	38.9	3.8
9	Thailand	38.3	7.9
10	United Kingdom*	36.3	-3.6

Sources: DGE and Banque de France, EVE survey of visitors from abroad; UNWTO, provisional 2018 figures.

\* Provisional figures. Calculation based on UNWTO estimates.

majority of newly arrived tourists. It is possible that they trace their success to the extensive cultural programming that they are responsible for, which has contributed to the growth of t

Source: Courbe, 2019

the tourism industry in the city. Additionally, dining, high fashion, and shopping all contribute greatly to the allure of Paris.

The 20th century was put to good use in the regions of Provence and the Côte d'Azur, the Loire Valley, the Atlantic coast, and the southwest region. Since the 1990s, a continuous level of success with regard to tourists from other countries. There are many places to visit in France, and the country is home to 41 sites that have been designated as UNESCO World Heritage Sites (Unesco, 2022). These include the fabled castles of the Loire region, the stunning bays that may be found between Marseille and Cassy, and the Pyla dune, which is the highest dune in all of Europe. Among these are the Mont-Saint-Michel and its bay in Normandy, the park complex at Versailles Palace, the Cathedral of Chartres, and Carcassonne in its medieval form, to name just a few.

More than 2 million people in France have jobs because of the country's thriving tourism industry (WTTC, 2022). Moreover, seven percent of the country's gross domestic product, or 45 billion euros per year, is contributed by the tourism industry (AtoutFrance, 2021). According to a recent survey, Europeans, particularly those from Germany, Italy, and Belgium, are drawn to France because of its picturesque environment, rich cultural past, the distinctive character of French villages, and Breton pancakes, which are the most well-known regional delicacy to come from France.

One of the most popular tourist destinations in all of France is the city of Toulouse. This is mostly a result of its appeal among those who travel for business. Traveling to Paris and Nice is more popular among European visitors than other destinations in France due to the country's well-known associations with perfume, wine, and romance. Because of its rich

history and culture, this nation is becoming increasingly popular with tourists from all around the world.

France is a popular tourist destination because it has a variety of things to see and do, a wide variety of landscapes, an abundance of historical and cultural heritage, a climate that is mild year-round, easy access to public transportation, and infrastructure that supports both tourism and transportation. Every single French department is a tourism department and has a wide variety of attractions throughout the region.

## **1.5 Regions and Local Firms**

The International Union of Hotel Owners was established in 1906 at the start of the 20th century with more than 1,650 hotels from various nations. This company is still around today. Afterward, these hotels started providing services for the planning of banquets, business events, and casinos.

During the 20th century, commercial development advanced very quickly. Four hotels were built in Mimizan during the 1870s as a result of the rising number of tourists who were traveling there to take advantage of the city's sea bathing facilities and tourism sector. In Mimizan, the first industrial chamber of commerce was founded in 1914. Hotel owners, owners of furnished rooms, business owners, and seasonal workers made up its membership, and their goal was to grow the resort. Seasonal workers were among the chamber's other members. A number of hotel sectors were consolidated as a result of the creation of corporations and syndicates. The first chain hotels with standardized room rates and a specific sort of service were supplied in exactly these structures, marking a crucial turning point in the history of the hotel industry (Pine, 2000).

This marked the start of the modern hotel business. In the first half of the 20th century, a variety of hotel complexes catering to auto-tourists, such as motels, campgrounds, and other similar establishments, came into existence in response to the significant growth in the use of road travel and the rise in the number of people engaging in auto-tourism. During the

1960s, France experienced an explosion of modernism and progress following a protracted period of reconstruction (Clout, 2007). The development of French television, the acceleration of consumerism, the expansion of the economy, and the emergence of numerous magazines, such as L'Express, Elle, and Le Nouvel Observateur, are garnering an ever-increasing readership. In people's best memories, these thirty years are referred to as the "Famous Thirty Years".

The types of tourism that are most developed in France include sightseeing, beachgoing, skiing, medical and recreational, competitive sports, event-based tourism, economic tourism, rural tourism, and others.

Region	Types of tourism
Paris	<ul style="list-style-type: none"> <li>- Off-site excursions to Versailles, Fontainebleau, the Russian cemetery of Sainte-Genevieve-des-Bois, Loire castles (Chenonceau, Chambord, Blois, Amboise, Chinon, etc.), Normandy, Chartres, Reims.</li> <li>- Business trips, entertainment, and educational tours (also common in other French cities, including those combining the study or improvement of French language skills with internships in a specific specialty, for example hotel business)</li> </ul>
Bordeaux, Burgundy, Champagne	- Food and Wine tours
Resorts of the Cote d'Azur	Fashionable, elite, expensive resorts with a rich and long history: Nice, Cannes, Antibes, Saint-Tropez, Menton, Villefranche. High category hotels prevail here, sand and pebble beaches, and tourists are offered additional excursion programs and thalassotherapy procedures. It is also the venue for world-famous cultural events - the Cannes Film Festival, the Nice Carnival, etc.
Atlantic coast resorts	The climate here is more humid and milder, and the beaches are sandy, but there is a problem with ebbs and flows. The resort of Biarritz

	is especially famous, where thalassotherapy, golf, and windsurfing are also developed.
English Channel	Deauville, Trouville, Etretat, Honfleur and others. The climate here is cooler; the beaches are sandy and pebbly.
Kodali Center	Medical tourism, represented by balneological, mud and climatic (with thalassotherapy) resorts: Hyeres, Deauville, La Baule, Quibron, Biarritz, Saint-Godan, Barege, Caunteret, Vittel, Vichy, Dax, and others. Wine therapy is a special type of treatment.
Alps	Ski tourism. France is characterized by the largest number of ski lifts, a huge area of skiing, a wide choice of slopes, the latest technology, stable weather, an abundance of sunny days, and guaranteed snow from early December to mid-May.

Table 1, Source: Infourok, 2017

However, this image stands out among the others rather distinctly. Despite the clear acceleration in the pace of communication, a significant portion of the population continued to live as they did between the two world wars despite the fact that they were traveling substantially faster along newly built highways. The same can be said about the hospitality sector and business, both of which appear gloomy in comparison to Holiday Inn and other motels that aren't located near the Atlantic. Business travelers, the new harbingers of modern life, are confined to lodging in prefectural hotels, which have outdated furnishings and subpar services, while luxury hotels are, for the most part, excessively pricey and impossible to reach. The American way of life is a brand that the federal, state, and local governments are working to market abroad as the United States transitions to a new way of life in the 1960s of the 20th century. People in the West and Europe are interested in modern conveniences like credit cards, vending machines, and 24-hour hypermarkets. Young individuals who have just finished their studies in Europe travel there to familiarize themselves with a different manufacturing and distribution system.

At this point, it will be less difficult to provide a concise summary of the current situation in the hotel industry in France. This is due to the fact that the hotel sector is continually growing and improving, whilst the hotel industry in France is gradually

becoming more dominated by wealthy individuals from other countries. Pressure from overseas competitors and rising costs for the upkeep and maintenance of elegant buildings make it more difficult for the French to maintain their positions. This makes it more difficult for the French to maintain their positions. They are not in a hurry to compete with investors from other countries for the opportunity to purchase hotels because of this reason. An American company known as Westin has recently taken ownership of the venerable Trianon Palace Hotel located in Versailles. New foreign owners have taken over the "three pearls" of the Paris hotel scene, which they refer to as the "Meris," "Plaza Ethernet," and "Royal Manso" hotels. Prince Walid bin Talal of Saudi Arabia was the buyer of the five-star "George V" Hotel a few years ago. He paid two hundred million dollars for the hotel and made a commitment to invest many additional hundred million dollars in order to reconstruct the building, which is situated on the same street as the Champs Elysees (Deroy, 2012).

In point of fact, non-French people have been in the driver's seat of the hotel business in Paris for a very long time. This situation has persisted for a considerable amount of time. The Intercontinental Hotel is currently owned by Japanese investors. The hotel that was formerly known as the "Prince of Wales" is now called the "Hilton." At this time, the Germans had Bristol firmly in their grasp and controlled it completely. In the 1970s, there was significant growth in the amount of foreign capital that was invested in the hospitality sector of the French economy (Falk, 2016). Only one family, the well-known champagne-producing dynasty known as "Tettenge," was successful in keeping the brand alive. In the past, the Crillon and the Lutesia, both located in Paris, as well as the Martinez, which is located in Cannes, have served as her flagship hotels.

One hotel out of every five establishments around the world is part of a hotel chain, as indicated by research that was compiled and presented by the World Tourism Organization (UNWTO). Even while hotel chains have become increasingly common in the hospitality industry, their rise to prominence is a relatively recent development. In contrast to the situation in the market for three-star hotels, which is currently undergoing a proliferation of chains, the market for luxury hotels is controlled by a relatively small number of well-known businesses. In recent years, dozens of hotel chains that specialize in bed and breakfast accommodations have grown in response to the persistent demand for B&B hotels (also



known as bed and breakfasts). Agritourism, one of the most recent trends in the tourism industry worldwide, has also taken over rural hotel chains thanks to France's significant tourism infrastructure. This is one of the most recent trends in the tourism industry worldwide (Chiodo, 2019).

With a fourth-place position, the French Accor company is considered one of the world's biggest hotel companies. She holds a powerful position in France, where 10% of the group's total rooms are concentrated there, as are 55 percent of the group's total rooms internationally. Additionally, it is the biggest business in both Germany and Belgium (rf). A single room at a chain hotel is seven times more profitable than a room at an independent hotel, according to tests done by authorities in the UK (rf). The administration of more than 4,000 hotels throughout more than 100 nations is the responsibility of Accor Hospitality's hotel management division (Accor, 2016). Through its cooperation with Carlson Wagonlit Travel, Accor is also active in the leisure and tourist business. Accor is in charge of managing hotels over a wide variety of pricing ranges, including both luxury and low-cost hotel chains. The Accor group includes a network of Motel 6 hotels in addition to Novotel, Ibis, and Suitehotel (Rojo-Eddy, 2008).

In total, thirteen distinct hotel brands are under Accor's management. Accor is a player in the hospitality sector because of its ownership of casino and hotel franchises. The company's sales volume exceeds twelve billion dollars, and its yearly net profit exceeds one billion dollars (Accor, 2016). The hotel division of Accor employs almost two hundred thousand people worldwide. Sofitel, Mercur, Novotel, Altea, Ibis, Urbis, Formula 1, Motel 6, and Parthenon, as well as the resort hotels "PLMAzur" and "Marine Hotel," are all managed by the Accor Group. Pullman, which was purchased from "Vagon-Lits" in 1990, is also managed by the group. For environmental compliance in manufacturing processes, Ibis Hotel was one of the first hotel chains to receive certification from both ISO 9001 and ISO 14001. Ibis Hotel became one of the pioneers in the hotel business as a result (Redmond, 2006).

In Central and Eastern Europe, the Ibis Hotel has just recently started to expand its company effectively. The network of hotels today includes accommodations in Slovakia,

Poland, and Romania. For visitors staying at the Ibis Hotel, the Accor Corporation provides a number of benefits. One of them is the possibility of taking part in the restaurant's "A club" loyalty program. Regular customers have the chance to benefit from a number of benefits, including the receipt of vouchers that can be exchanged for free stays at any of the hotels that are a part of the global Accor network, thanks to the point system and the calculation of the number of nights spent at the hotel. Six thousand hotels are taking part in the project, including Accor brands like Sofitel, Novotel, and Suite Hotel among them. Le Meridien, a hotel chain, was one of the first in the world's hospitality sector to see the benefits of enabling visitors to make reservations online. One of them is that the customer is not liable for any of the financial or administrative costs associated with a regular reservation. The French airline Air France formerly held ownership of the Le Meridien hotel chain (Ibrahim, 1994). The hotel chain known as Club Mediteran is also featured in the leisure market.

This system was developed using the idea of a brand-new tourist product that strives to provide visitors a break from their everyday lives by offering them first-rate facilities, the greatest possible supply, and amusing activities that are overseen by professional staff and are consistently updated. Club Med became, comparatively speaking, a "trendsetter" in the family holiday sector with the founding of Mini Club Med in 1966. Wengen and Villars Sur Ollon in Switzerland, as well as Chamonix Mont-Blanc in France, were among the five-star hotels that "S M" oversaw the development of in the 1970s. The organization increased the range of its activities and switched to focusing mostly on cruises. The organization presently oversees the Club Med 1 ships in the Caribbean and Mediterranean seas as well as the Club Med 2 liners in the Pacific Ocean, in addition to its 100 clubs on five continents. The second-largest air transport firm in France after the Air France Group, Minerve and Lair Liberté, was also purchased.

## **1.6 Coronavirus Pandemic in France**

### **1.6.1 Emergence**

It is most likely that the sanitation problem had the largest impact on the tourism business, which in turn resulted in a loss of income that was roughly equivalent to one-half

of what it had been before. In addition to this, Asia-Pacific has lately been eclipsed by Europe as the region with the biggest number of people all over the world who are afflicted by the health issue in question. This transformation occurred within the past few years at the most recent point in time. By the year 2020, the number of visitors who visited nations that were members of the European Union had dropped by an astounding 65 percent from the previous year. Not only did this deal catastrophic damage to a wide range of structures and management systems, but it also dealt a severe hit to the country as a whole and to business in general. It is projected that the total amount that visitors from France and other countries will spend on vacation in France in 2020 will be between 30 and 35 percent lower than the amount that travelers spent on vacation in France in 2019 when they vacationed in France. In spite of this, it would appear that France is in a better position to weather the storm than its other European peers due to the strength of its own domestic market.

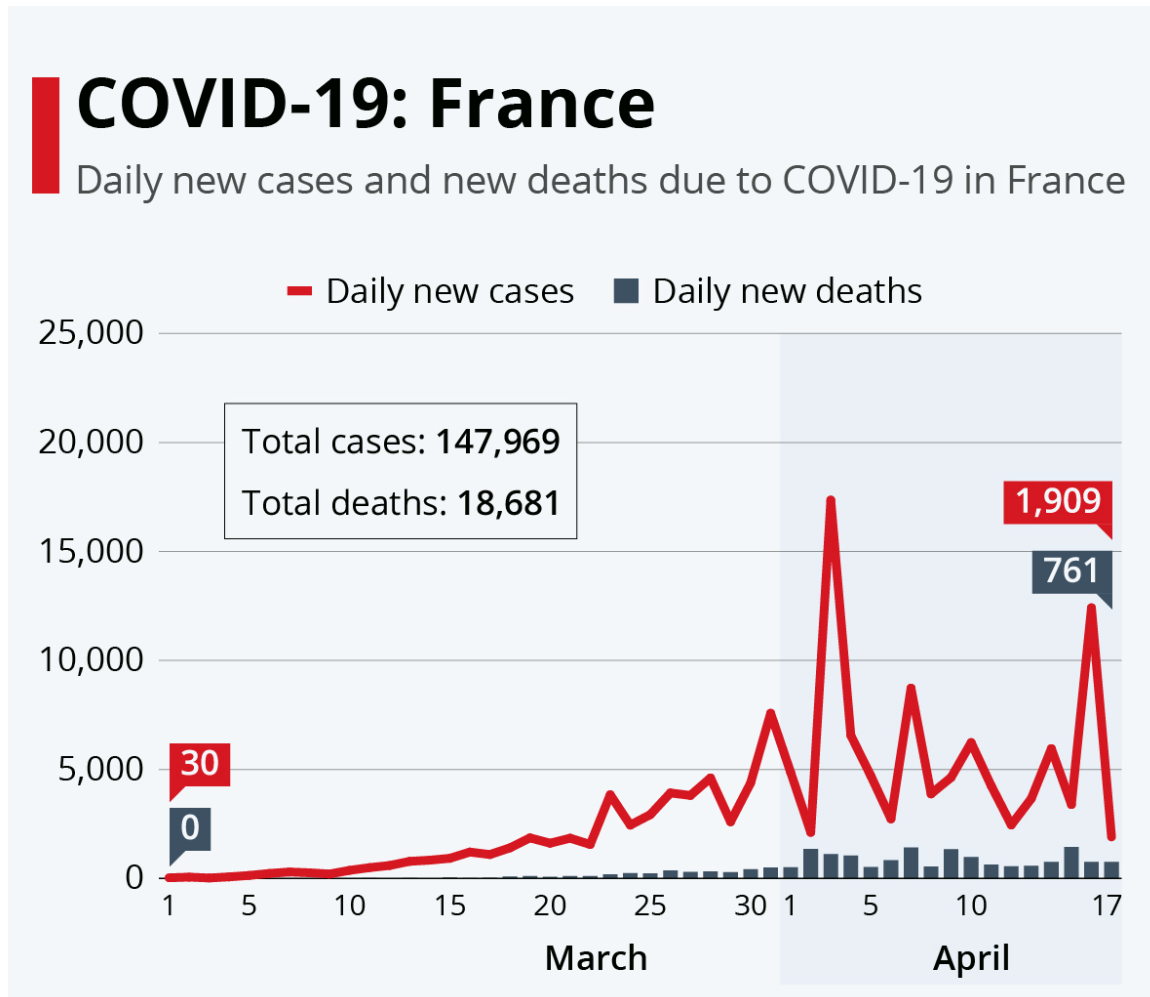
On the other hand, it is essential to take a step back and initiate the process of explaining COVID's impact on France to regular people and employees who had similar plans for summer vacations or holidays that had to be canceled. These individuals had similar plans for summer vacations. It was necessary to let these individuals know that COVID required them to adjust their plans. This is the category of those to whom one is obligated to offer an explanation. Absolutely nothing, with the exception of deserted places, beaches, museums, and various other significant tourist sites, as well as eateries... People, particularly those who work in the travel and tourism industry, are getting increasingly apprehensive as the summer vacation season draws closer. France has been at the top of the list of nations with the biggest total number of domestic and foreign tourists for numerous years, making it the most popular tourist destination in the world. These tourists come from both inside France and outside the country. France is the only nation in the world to hold this classification, making it really exceptional and unique. The travel and tourism industry is responsible for an annual contribution of around 180 billion euros to the Gross Domestic Product.

In 2019, domestic tourists spent more than 109 billion euros in France, while tourists from foreign countries spent approximately 57 billion euros, as reported by the French Ministry of Tourism (Statistics, 2019). It is essential to take into consideration the fact that

the overall sum of money spent by Chinese tourists is 42 percentage points larger than the overall sum of money spent by all other types of international visitors combined. By the year 2020, however, the widespread coronavirus outbreak had already done significant harm to the tourism industry. It is anticipated that this corporation will suffer losses of at least forty billion euros as a direct consequence of the crisis. These projections are based on preliminary estimations. This one corporation is directly or indirectly responsible for the employment of two million people in France. That number includes both direct and indirect employment (Carlini, 2018).

When a sizeable number of tourists choose to postpone or cancel their trips, it is the airlines and travel businesses that end up suffering the most significant financial losses, according to a regulation that was enacted by the European Union in 2004 and has been in effect ever since an airline is required to refund the full amount of money that was paid for a ticket in the event that a passenger accepts a voucher that is offered by the airline in the event that a flight is canceled. This regulation was put into effect in the event that a passenger accepts a voucher that is offered by the airline in the event that a flight is canceled.

**Figure 5, Start of COVID-19 in France,**



Source: Ropers, 2019

On March 5, 2020, the French government issued its consent for the distribution of vouchers to tourists whose excursions had to be canceled due to the coronavirus (OECD, Tourism Policy Responses to the coronavirus, 2020). These vouchers were to compensate the visitors for the loss of their vacation time. These coupons were created with the intention of making up for any losses that may have been experienced by travelers due to unforeseen circumstances. This authority covers not only travel plans made directly with tour operators or indirectly through travel agents but also reservations made at hotels and rentals of automobiles. Directly with tour operators: There was absolutely no effect whatsoever that the ruling of the jury had on the prices of railway and airplane tickets. It was the airline or rail company that first developed the concept of payback and was also the organization that

was responsible for putting the concept into practice. It is essential to be informed that many airlines have decided not to repay the money that was paid by their customers but rather to provide discounts in the form of coupons to the people who purchased their tickets.

### **1.6.2 Government Response**

The choice that the French government made about vouchers went into effect on March 1, 2020, and it will continue to have that influence all the way up until September 15, 2020. During these times, the only way to get a refund for a trip that was canceled was if the voucher was not used for another tour of an equivalent caliber within the next eighteen months. This one requirement has to be met in order to qualify for a refund. This was the only time that a refund was necessary. Thus it was handled as quickly as possible.

In the meantime, the French government has passed a law that authorizes travel agencies to offer vouchers to customers whose previously booked vacations had to be rescheduled because of the epidemic. These vouchers have a validity period of one year and eighteen months and can be redeemed at any travel agency in France. After the expiration of this window of opportunity, customers will have the option to have their money refunded to them. However, as a direct result of taking this step, clients are left with the impression that the product does not meet their expectations. The government issued a stern warning to locals, advising them to postpone making any preparations for long-distance travel during the summer months until further notice. In his most recent televised address, the President of the European Union, Emmanuel Macron, declared that the EU's borders will remain closed until further notice. Later on, during the same week, Prime Minister Edouard Philippe said that it was "unwise" to prepare for long-distance travel in the near future (Risch, 2020).

The Minister of Tourism, Jean-Baptiste Lemoine, has stated that beginning in the summer of 2020, vacation time would be needed to be spent at home in order to comply with all of the security criteria. This requirement will go into effect in order to maintain compliance. In my judgment, there is not the tiniest speck of doubt in the world that the French will want France as soon as the hygienic circumstances are satisfactory enough for it. Ending the month of April with a speech before the National Assembly, Jean-Baptiste

Lemoine made the following statement: "I would want for our compatriots to support restaurateurs, hotel enterprises, and attractions that make up the richness of our territory" (Drian, 2020).

Since the beginning of the economic crisis, in addition to the activities that are related to the Sectoral Committee for Tourism, Secretary of State Jean-Baptiste Lemoine has met with institutional and private actors from each of the regions of France in order to determine how the assistance that is provided by the state to this industry can be improved. This was done in order to figure out how the assistance that is provided by the state to this industry can be improved. This was done in order to ensure that France keeps its place at the forefront of competitiveness in the travel and tourist industry throughout the world (Hassan, 2000).

Tourism companies have taken advantage of all the emergency measures taken by the government to deal with the impact of the pandemic on economic activity:

- Employment assistance through the widely used metric of part-time work;
- assisting companies' liquidity with state-guaranteed loans and the solidarity fund till the end of 2020, as well as various measures exempting them from paying social payments;
- the elimination of rent and fees for the deployment of governmental facilities on the territory of small and medium-sized firms, particularly during the period of administrative closure.

A framework for state-guaranteed financing for seasonal activities has also been announced by the government in conjunction with this. In addition to delaying the repayment of bank payments for a year, the maximum amount of these loans can equal the turnover indicator for the best three months of 2019.

The state was also able to establish a 20-billion-euro recovery plan exclusively for persons engaged in the tourism industry as a result of these exchanges, which can be found in the reference. The special recovery plan that was unveiled by the prime minister on May 14, 2020, at the fifth meeting of the Inter-Ministerial Committee on Tourism mandates the creation of an investment fund in the amount of 1.3 billion euros with the assistance of the Depository and Savings Bank (CDC) and the state investment bank Bpifrance. This creation of the fund is to take place with the assistance of the Depository and Savings Bank (CDC)

and the state investment bank Bpifrance (CIT). Its purpose is to encourage tourism that is less harmful to the environment, more regionally uniform, and more digitally advanced (rf) Atou France, which is in charge of running the program France Tourisme Ingénierie, has received a commitment of 30 million euros to help it help regions and private sector project initiators who are attempting to develop tourism offerings (Condevaux, 2020).

Additionally, the government's recovery strategy, which was unveiled at the start of September 2020, calls for the establishment of a sustainable tourism development fund with a 50-million-euro budget to help with tourism-related activities' adaptation (OECD, France, 2020). As a result, companies that offer food and lodging to tourists will be qualified for financial support in the form of grants to pay for the capital costs associated with the development of and transition to sustainable tourism projects. This help will be given to pay the costs of converting to sustainable tourism initiatives. The primary administration of this fund will fall within the purview of the Agency for Environmental Transformation (ADEME). In order to make sure that the needs and preferences of the various local governments are taken into consideration, ADEME will also maintain close contact with them (ADEME, 2022).

Subsequently, this plan has been improved, in particular with regard to the implementation of support measures for the industry, such as expanding the list of company's beneficiaries of the tourism plan, extending the full coverage of expenses for part-time work, strengthening the solidarity fund, and expanding the coverage of the state-guaranteed loan mechanism for seasonal activities, based on a constant dialogue with the subjects of the industry.

Jean-Baptiste Lemoine clarified that with the beginning of the lifting of strict quarantine, only small museums would be opened at the first stage, as well as those parks that are located in the departments of the so-called "green" zone, where a weak spread of coronavirus infection has been recorded. And over time and depending on the sanitary situation, restrictions will be gradually lifted throughout the country.



However, the agency is confident that it is necessary to adapt to completely new realities because when choosing a destination, vacationers will be guided by a map of the spread of

the epidemic, as well as medical infrastructure in the regions. Tour operators have also concluded that in the summer, many would rather spend their holidays in their own country houses or with friends. If they choose paid to house, they will rent private houses or apartments rather than book a hotel.

In early April of 2021, the international consulting company Roland Berger conducted a study among tour operators, hotels, and other participants in the tourism industry. 95% of workers in this sector have gone into partial unemployment. Experts believe that it will take at least two years to reach pre-crisis levels, which certainly has an insanely strong effect on the industry as a whole.

### **1.6.3 Consequences**

The consequences of Covid have been felt most strongly in Italy, the United Kingdom, and France, despite the fact that it has had a considerable influence on a wide variety of commercial sectors across the board as a whole. A sizeable portion of France's recent GDP expansion can be attributed to the nation's thriving tourism sector. This industry accounts for around 9 percent of the country's gross domestic product and is, directly and indirectly, responsible for the employment of approximately 1.5 million people in the United States (CNBC, 2022). In addition to this, France has been consistently ranked among the top tourist destinations in the world for the better part of three decades. Because of this, it has gained the notoriety of being a vector of influence that reaches beyond the confines of its own territory. 2019 marked a new high point for tourism in France and its overseas territories, with a total of 90 million visitors arriving from other countries. This resulted in tourism in France and its overseas territories reaching a new peak and setting a new record high-water mark. The percentage of a country's GDP that is contributed by tourism appeared to be expanding and becoming more stable, but the year 2020 turned out to be one of the most difficult years for the entire world.

## **1.7 Tourism in the time of crisis**

In view of the fact that the pandemic was not the first event of its sort to bring up a crisis scenario in our world, it is vital to take note of those characteristics of societal behavior and attitude that can either help mitigate the situation or make it worse. Considering that the pandemic was not the first incident of its kind to precipitate a catastrophe in our civilization. There are still countless nations unable to eradicate infectious sickness, despite the fact that many have responded to the epidemic with some degree of effectiveness (Rattner, 2022). Numerous specialists have reached the same conclusion, and they all concur that the world as a whole is ill-equipped to deal with the issues that the COVID-19 epidemic has posed. Some believe that the coronavirus resulted in a greater number of beneficial consequences than bad ones, given that it prompted authorities to depart from their regular budgeting processes. Small and medium-sized businesses and non-strategic companies continued to be the primary recipients of governmental aid during this crisis, as they had been in the past. As a result, the government broke fiscal deficit taboos and increased public borrowing.

It would be compatible with logic to assume that living generations have not yet experienced a catastrophic catastrophe such as a pandemic. A global disease outbreak would be one example of such an occurrence. This crisis was initiated by an external shock; hence, it is entirely distinct in comparison to the crises of 2008–2009 and 2014–2015. When it comes to new prospects, we must first acknowledge that the year 2020 marks the beginning of a new period in world history. This is something that must be considered immediately by everyone. The entire context has been brought up to date, and in the most current edition, France looks to be in a stronger position than in the previous version. In the past, a country with a poorly developed economy was viewed in the context of nations seeking to handle several concerns on a vast scale. It was expected that these nations would have a prosperous future. Without a doubt, the dreadful international crisis that has been afflicting developed nations is the underlying cause of this development. China appears to have resolved the issue by instituting a totalitarian control system over the Internet, which has shown to be incredibly effective. As a result of the fact that China looks to have found a particularly successful

solution to the problem, other governments and major nations view this accomplishment with a mixture of dread and envy. In spite of being on the losing side of the trade conflict with the United States, he won the tournament with the West by earning a knockout victory in the pandemic round. As a direct result of this circumstance, our view of the world as a whole degrades.

It was a once-in-a-lifetime opportunity to simultaneously experience house arrest and being attacked from the outside world, as an estimated three billion people were forced to stay inside due to the sickness. It was a once-in-a-lifetime chance due to this reason. This is a tremendous contribution to the work completed to date. Evolution may only occur in response to external forces, such as a flood, war, or pandemic. In addition, individuals make progress in the direction of their goals when they think extensively about new issues, which is a prerequisite for such growth. During the duration of the epidemic, both emerged simultaneously. As a direct result of this, several parts of people's lives are undergoing quite significant transformations at present.

While consumers have gotten more at ease with the news of the virus's spread, additional reasons have emerged that, to varying degrees, will continue to influence global buying behavior even after a COVID-19 vaccine is created. According to the World Bank, the world economy might drop by 5.2% in 2020, which would be the worst loss since the Second World War, while France's GDP is expected to decline by 3% in the baseline scenario (Bloomberg, 2022).

A slowdown in the economy, rising unemployment, and shrinking disposable incomes are still almost invisible to the average consumer. However, it is because of these factors that the first-of-its-kind "reboot" of shopping habits has already begun, which will determine the future of FMCG retail (retail in the field of goods required on a daily basis) (Kenton, 2021). The reorientation manifests itself in four primary directions: the traditional shopping basket is shifting, the trend toward home consumption and the growth of the do-it-yourself segment has emerged, new rational shopping motives have emerged, and the quest for great deals has taken on new dimensions. Moreover, although in the past such transitions required years and months, they now need weeks and perhaps days.

Given the present economic estimates, we may anticipate that an increasing number of consumers will be unable to sustain their prior spending levels and that the list of "necessary" products will be drastically reduced. As an illustration, consider the United States, which, according to the Nielsen retail audit. E-commerce was the sole distribution route, but French fashion buyers were sluggish to adopt it. According to Statista, during March 16-22, online fashion store traffic in France reduced by 22%, and by 44% between March 23-29, while conversions dropped by 58% compared to the time preceding the Covid coronavirus epidemic (January 6 - February 16, 2020).

In addition to volume reduction, there is a process of rethinking the contents of the shopping basket, which is assisted by more switching between shopping channels, particularly in e-commerce, where the assortment tends to vary. The nature of this transition will continue to vary by country and product category, but in almost all European countries, online shopping has shown phenomenal results and is firmly established at a new level for itself: at the outset, France experienced a sharp decline in people's interest in online shopping, but over time, like the rest of the world, it began to develop online trading at a fairly rapid rate. Beginning on May 11, French authorities gradually lifted quarantine restrictions imposed by the Covivirus-19 epidemic. m, including the well-known Parisian department stores Galeries Lafayette on the Champs-Élysées, Bon Marché Rive Gauche, and BHV Marais. The Parisian department stores Printemps and Galeries Lafayette reopened their doors on Haussmann Boulevard at the end of May. The evolution of the buying process and the "reshaping of zones of influence" within the shopping basket represents an opportunity for FMCG companies. However, if traditionally expensive new necessities such as face masks and hand sanitizers arise and customers actively switch between purchasing channels, they will be more likely to seek additional incentives to make a purchase. In judging their financial prospects, they have become gloomier, and this element will play a significant role in the future.

**Figure 6, Galleries Lafayette department store on the Champs Elysees**



Source: Galleries Lafayette, 2022

During the first few days following the opening of the majority of stores, the fitting rooms were closed, and the required distance between shoe-trying benches was observed, thus halving the number of seats. Then, the fitting rooms were opened, although there are additional conditions for the return of items once clients have tried them on. After each fitting, heated steam was applied to the garments. After returns, the steamer processes and weighs all products for 24 hours. After all adjustments, the merchandise returned to sale. Despite the fact that these investigations held down many operations, the entire world was forced to adopt new methods for selling goods while also attempting to adhere to all cleanliness and quarantine regulations. Their management, like many others, recognized the significance of multichannel. Having models, packing, and delivery, as well as a marketing strategy and accounting system initially geared towards the online format, was undoubtedly advantageous for the business.

Obviously, physical retailers offering clothing, particularly wedding attire, are crucial. In three days of heavy showroom activity, the same quantity of merchandise is sold as in a month via the Internet, but it was the Internet channel that provided the companies the

opportunity to persevere at a moment of extreme hardship for everyone. The pandemic unquestionably contributed to the growth of internet companies, as well as the improvement of service and reliance on customer proximity. Due to the unpredictability of the epidemiological situation and the ban on mass gatherings, it is logical that the population declined during the subsequent months. However, the demand has only been postponed for several months.

## 4. Practical Part

### 4.1. Survey

The author begins his investigation into the phenomenon by offering a survey to locals in the area. In the survey, the participants are questioned about their lives during the outbreak of the coronavirus as well as the impact that the outbreak had on their day-to-day activities. This allows the author to draw relevant conclusions about the phenomenon. Undoubtedly, the author also relies on empirical data, yet, it is equally important to comprehend how locals reacted to the epidemic and how changes in their day-to-day life affected them in order to arrive at an objective judgment.

To begin, it is of the utmost importance to make clear the standards by which respondents were selected:

- 1) The individual is of French nationality
- 2) The age of the individual must be at least 18 years old.
- 3) The individual was residing in France during the duration of the pandemic, i.e. from 2020 until 2022.
- 4) The individual is ready to discuss the details of his own experience

It would have been necessary to ensure that the total number of people who participated in the survey would reach at least one million, in addition to ensuring that the sample would perfectly reflect the demographics of France and that it would have been a perfect representation of the French population. In spite of the fact that it is patently impossible to have done so given the scope of this study, the author makes an effort to draw a conclusion that is objective by basing it on the findings of a more limited sample.

The questionnaire was designed in Google Forms and shared on the French-speaking portion of Facebook. The identities of everyone who took part in the survey were checked with great care, and the author removed responses from survey takers whose answers did not fulfill the criteria outlined in the introduction.

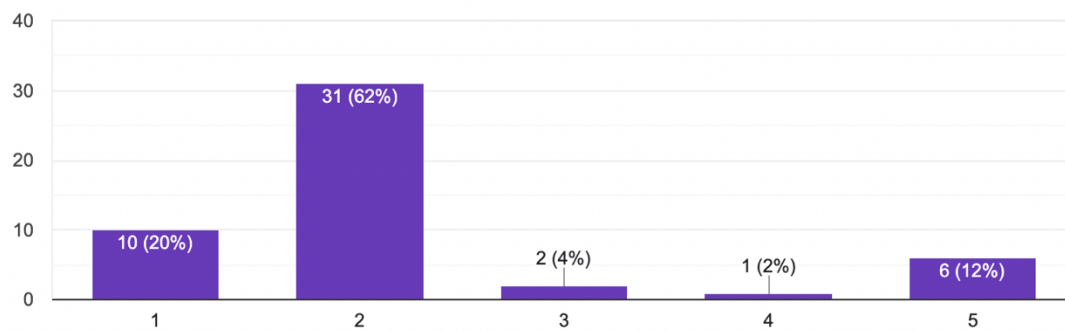
An in-depth analysis of the survey can be found in the abstract of the following thesis. The author of this thesis would like to highlight the most significant findings that he has made as well as emphasize the most important metrics that are behind the survey. The total number of persons who were asked questions is fifty.

**Figure 7, first question**

How would you rate the government action of the French Republic against the pandemic of COVID?



50 responses



Source: Own research

The attitude of the French people towards the actions implemented by the French government is the most useful statistic that can be acquired, and it will be used as the starting point for the analysis of how people in France saw the epidemic caused by the coronavirus. As can be seen in the previous section, an overwhelming majority of French citizens thought that the action taken by the government was not nearly sufficient. In fact, 82% of respondents rated the action taken by the government as either 1 or 2, both of which stand for extremely not appreciating the action. Despite this, there are still some individuals who are pleased with the actions that have been done by the government, however, they make up a very small percentage of the population (12% compared to 82%).

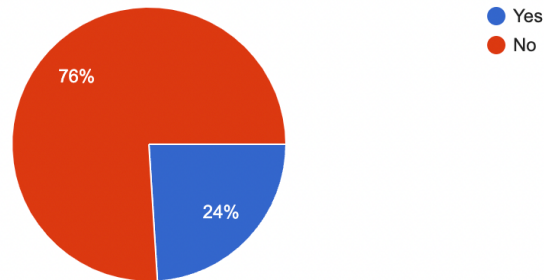


## Figure 8, second question

Have you personally been hit economically by the pandemic?

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50 responses



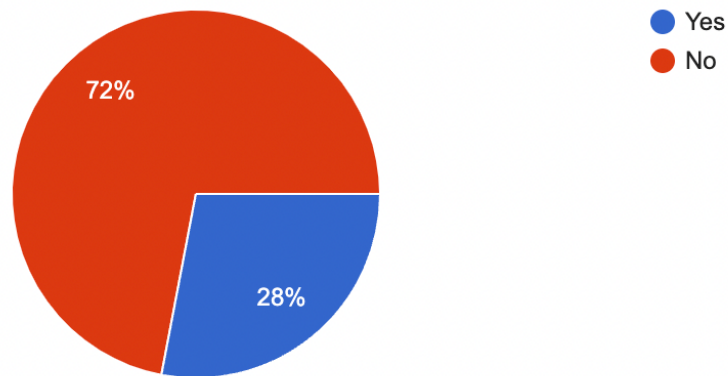
Source: Own research

The second question that was asked provides the author with information that assists them in determining whether or not the pandemic had an unprecedented impact on the whole population of France as opposed to specific people. Those who were affected by the epidemic had either been sick or seen a member of their family pass away as a direct result of the pandemic, as was shown by their explanations. It turned out that the vast majority of French citizens were not directly affected by influenza. In contrast to the issue of the limits imposed by the government, it is reasonable to conclude that despite the fact that such restrictions were quite severe, they were extremely helpful in terms of preventing the loss of life among the population.

### Figure 9, third question

Have you started earning less after the pandemic?

50 responses



Source: Own research

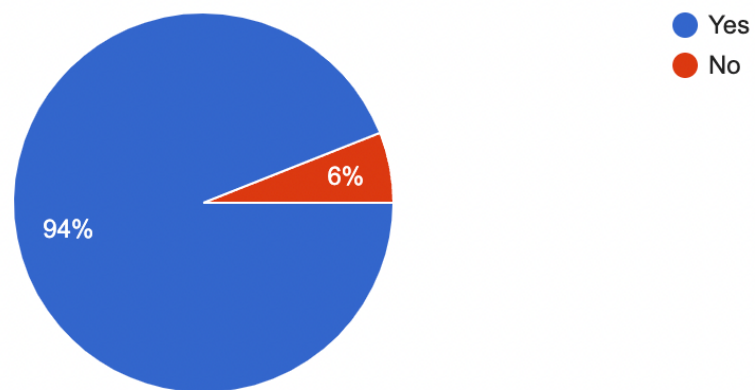
After that, it would be prudent to have some understanding of the economic impact on individual customers as a whole. A total lockdown will unquestionably have an effect on everyone, including both consumers and producers, as many people believed to be the case during the epidemic. Actually, it turns out that just 28% of respondents were impacted. Therefore another assumption can be made, which is that the government was providing

appropriate assistance to individual entrepreneurs while enterprises successfully completed the transition to the home system.

### Figure 10, fourth question

Was tourism your region's main specialization?

50 responses



Source: Own research

At the same, another piece of statistics highlights the role that tourism plays in the lives of ordinary Frenchmen – 94% of all respondents live in touristic regions.

## 4.2. Linear Model

When it comes to the economic impact, the best way to assess it would be by focusing on the creation of a linear model that will help the author to find the relationship between dependent and independent variables. In this case, the following variables available in the table below were identified.

**Table 1, variables**

Y	Tourism revenues in billion dollars
X1	Number of hotels in France per year
X2	Number of tourists in France per year in millions

Source: Own research

Thus, it is possible to proceed to the data collection and subsequent creation of a linear model. All data are collected from the French Statistical office and also available in Figure 7 below.

**Figure 11, original dataset**

Year	Tourism revenues, billions	Number of hotels	Number of tourists
2011	66,13 USD	17 189	80,5
2012	63,98 USD	17 189	82,0
2013	66,05 USD	17 171	83,6
2014	67,40 USD	17 336	83,7
2015	66,44 USD	18 328	84,5
2016	63,56 USD	18 424	82,7
2017	67,72 USD	18 391	86,9
2018	72,52 USD	18 090	89,3
2019	70,78 USD	17 960	90,0
2020	35,96 USD	17 733	35,0
2021	31,40 USD	17 405	50,0

Source: French Statistical Office

Before proceeding to the creation of the model, it was essential to find out if there is multicollinearity – a strong linear relationship between independent variables. Following the correlation analysis by the author, it was found that independent variables are not strongly

correlated, so the original dataset does not have to be modified, and the author can finally proceed with the analysis.

The main software tool used for the regression analysis is Excel, whose output is available in Figure 8.

**Figure 12, regression analysis**

SUMMARY OUTPUT						
<i>Regression Statistics</i>						
Multiple R			0,961011348			
R Square			0,92354281			
Adjusted R Square			0,904428513			
Standard Error			4,277412515			
Observations			11			
ANOVA						
		<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression		2	1768,03541	884,0177051	48,3168588	3,41722E-05
Residual		8	146,3700626	18,29625783		
Total		10	1914,405473			
		<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	
Intercept		-1,064274779	47,19401814	-0,022551052	0,98256072	
Number of hotels		0,000240571	0,00271298	0,088674151	0,93152053	
Number of tourists		0,750717685	0,078479938	9,565727331	1,1812E-05	

Source: Own research

Thus, the following model is created:

$$Y = -1,064274779 + 0,000240571x_1 + 0,750717685x_2$$

**Where the following dependency is identified:**

*When the number of tourists increases by 1 million, there is a 0,75 billion increase in the tourism revenues in France per year.*

*When the number of hotels increases by 1 in France, there is a 0,000240571 billion increase in the tourism revenues in France per year.*

Evidently, it is visible that two variables positively influence the development of tourism revenues in France.

In addition to this, it would be wise to assess the quality of the model in order to understand if the estimate obtained can be used to make conclusions.

First, it is essential to check the coefficient of determination ( $R^2$ ), which reflects the overall quality of the model and the percentage of variation in the dependent variable explained by the variation in the independent ones. The value of  $R^2$  is 92%, which is undoubtedly, an impressive result that boils down to the fact that the model is pretty accurate.

Then, it would be critical to see if predictors are significant or not. Following the results of the F-test, the null hypothesis is rejected at  $\alpha = 0,05$ , so it can be assumed that the whole model is significant. Now, it is essential to check if there are any predictors that do not contribute to the development of the dependent variable enough.

In contrast to the optimistic results of the first test performed, individual t-tests reveal that out of 2 variables. There is one that does not contribute significantly to the development of tourism revenues – the number of hotels. For this variable, the null hypothesis is not rejected, and its influence is considered not to be statistically significant.

All in all, the number of tourists is believed to be the only significant factor influencing the development of tourism revenues in France.

In addition to the regression analysis, it is essential to expand the dataset further and analyze the correlation between the following variables: number of tourists, number of COVID cases, and number of days in lockdown in France. By doing this, the author will be able to find out the strength and the nature of the relationship between three fundamental concepts. In addition, by doing so, the author will ultimately connect his previous findings to the impact of the pandemic on tourism revenues.

**Figure 13, extended dataset**

Year	Tourism revenues, billions	Number of hotels	Number of tourists	Number of COVID cases	Number of days in lockdown
2011	66,13 USD	17 189	80,5	-	-
2012	63,98 USD	17 189	82,0	-	-
2013	66,05 USD	17 171	83,6	-	-
2014	67,40 USD	17 336	83,7	-	-
2015	66,44 USD	18 328	84,5	-	-
2016	63,56 USD	18 424	82,7	-	-
2017	67,72 USD	18 391	86,9	-	-
2018	72,52 USD	18 090	89,3	-	-
2019	70,78 USD	17 960	90,0	0,0	0,0
2020	35,96 USD	17 733	35,0	2 459 116	158
2021	31,40 USD	17 405	50,0	9 972 800	131

Source: French Statistical Office

Evidently, the very first thing that can be noticed when looking at the dataset above is the absence of data for years prior to 2019. Clearly, the pandemic started in 2020, so the data before is absent.

For the purpose of finding a correlation between three independent indexes, the same piece of software – Excel, will be used once more.

The output is available in Figure 10 below.

**Figure 14, correlation analysis**

	Number of tourists	Number of COVID cases	Number of days in lockdown
Number of tourists	1	-0,475532742	-0,99433138
Number of COVID cases	-0,475532742	1	0,566371441
Number of days in lockdown	-0,99433138	0,566371441	1

Thus, it can be concluded that the correlation between the number of tourists and the number of COVID cases is pretty medium, but it is clearly a negative one. Contrary to this, the correlation between the number of tourists and the number of days in

lockdown is incredibly strong and negative. Hence, the number of tourists was primarily influenced by the regulations taken by the government rather than by the number of COVID cases.

In addition to this, it can be observed that the correlation between the number of COVID cases and the number of days in lockdown is positive, which partially proves the assumption that government measures were fruitless against the development of coronavirus.



## **5. Results and Discussion**

### **5.1. Toll on Society**

There is little question that France follows a pattern of attitude that is quite similar regarding the coronavirus. In addition to this, the rules imposed by the government are the primary aspect that contributes to this specific mentality. It turns out that after performing a series of interpersonal interviews with French citizens, the overwhelming majority of the country's inhabitants regard the action taken by the government to be appalling. The majority of people who were questioned were not affected in any way by the pandemic. As a result, there is a huge contradiction between how people view the lockdown in France and how their lives generally continued during the lockdown. The paradox of this situation is that the majority of people who were questioned were not hit in any way by the pandemic.

In any case, there is a significant component that must be covered in the conversation. It would seem that the majority of the people in France did not suffer economically as a result of the epidemic. It is likely that the primary rationale for this piece of statistical information acquired by the author is the vast amounts of government assistance provided to almost everyone and the capacity of large businesses to transition to a home office structure quickly. Unhappily, this enormous level of government support unquestionably has a price that needs to be paid, and obviously, it will be paid by the very same people but in the form of inflation or an increase in the taxes, which have already reached somewhat unbelievable numbers in France. This price will be paid by the very same people because it will be paid by the very same people.

Then, the overview of another question indicated that the French population did not start to earn less after the pandemic, which meant that the level of demand and supply remained more or less the same. This unquestionably demonstrates the fact that the French government did an adequate job of assisting its citizens and people living in France during the pandemic.

In conclusion, the very last question that the author covered in the previous chapter brought to light once again the relative significance that the tourist sector has in France. This is because it was the primary area of expertise for 94% of the respondents. Undoubtedly, the toll that the coronavirus pandemic took on the French Republic is dramatic. At the same time, however, it could have been much worse if not for the appropriate response by the government, which, despite being effective, is still criticized by the population, which is not surprising given the nature of the criticism. When everything is considered, the author arrives at the same verdict as other writers who have researched this subject.

## **5.2. Economic impact**

When it comes to the bottom line of the economic impact of the coronavirus pandemic, it is essential to mention the fact that despite all possible assumptions that can be made, the most significant factors negatively influencing the tourism revenues in the French Republic were not waves of people falling ill with coronavirus, but rather the government regulations adopted by the country at the time.

This is an essential fact to mention because it is essential to mention the fact that despite all possible assumptions that can be made, the most significant factor negatively influencing This is essential to mention because it is essential to mention the fact that despite all of the possible assumptions that can be made, despite all of possible assumptions that can be made, the fact that if the coronavirus had never been released into the wild, there would have been no need for the laws and limitations that are currently in place would not have been necessary.

On the other hand, it is not unreasonable to question either the logic that underpins such constraints or the degree to which they are really implemented. As things worked out, a state of lockdown was imposed on the whole country over a span of more than a year, commencing in 2020 and extending into 2021 for a combined total of 289 days of lockdown. Even while it is clear that the nation's first objective

was to save its inhabitants rather than increase the profit from tourism, it is possible that such restrictions may have been less harsh and harmful for local enterprises had they been enforced in a different manner.

France was one of many European governments that placed its population under a complete state of lockdown during the terrorist attack. Because of this, enterprises did not make any money at all, but in other countries, firms that catered to visitors were able to broaden the scope of the services they provided and concentrate on catering to the local people, therefore compensating for a portion of the income loss. This was the situation in France at the time. Because the author found that an increase of 0.75 billion dollars in tourist earnings is related to each million more visitors that come to the country, it is evident that this may be open to criticism. The reason for this is because it is obvious that this might be susceptible to criticism.

There is no doubt that traveling may not have been possible; nevertheless, why not allow individuals to move about freely inside the country and let companies obtain at least part of their revenue from the local population? It is probable that the answer to this issue is self-evident: preventing persons from getting ill with coronavirus was of greater relevance. Nevertheless, as the data reveal, this was not enough to stop the pandemic from spreading further.

In the end, the author arrives at a verdict that is, to a greater or lesser extent, comparable to that of Gilles Paché. Paché argues that experts who condemned the lockdown in France were partly correct since it does not totally prevent the spread of the coronavirus. On the other hand, Paché feels that the lockdown completely freezes the domestic economy (Paché, 2020). After all, is said and done, the author arrives at the same conclusion. next up is the routine at home.

## 6. Conclusion

In the end, the author is able to draw certain conclusions based on a few of observations that he made. To begin with, the effect of the epidemic caused by the coronavirus cannot be understated despite the fact that the toll that it exacted on French society is simply enormous. In spite of the fact that the vast majority of people in France were not directly affected in terms of economic and physical harm, the lockdown did create a significant amount of disruption for those who were forced to cancel all of their plans and remain inside their homes. At the same time, the French government, which supplied a variety of support to persons living in France, paid them in different ways for staying at home, sometimes even to the extent that they received full compensation.

However, as a direct result of all of this, people now have to repay the government by paying more for almost everything. This is because an increase in the size of the government's budget (which occurred after all of this) has an effect on the rate of inflation in the sense that it both boosts it and causes it to surge to a higher level. However, it would seem that French society was not significantly affected by the epidemic itself.

When it comes to tourism, it is impossible to dispute that the pandemic almost wiped out the business. Furthermore, the author reveals that an increase of one million tourists in France results in an increase of 0.75 billion dollars in earnings for the government from the tourism industry. As surprising as it may seem, the reduction in tourism expenditures in France led directly to billions of euros in lost revenue for the country.

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## 8. Appendix

1. What is your name?
2. From which city are you from?
3. What is your occupation?
4. How would you rate the government action of the French Republic against the pandemic of COVID?
  - a) 1
  - b) 2
  - c) 3
  - d) 4
  - e) 5
5. Have you personally been hit economically by the pandemic?
6. If yes, please specify how.
7. Have you started earning less after the pandemic?
  - a) Yes
  - b) No
8. Was tourism your region's main specialization?
  - a) Yes
  - b) No
9. If not, please specify the specialization
10. What was the biggest challenge for you during the pandemic?
11. Have you thought about moving to another country after or during the pandemic?
  - a) Yes
  - b) No
12. If yes, please, specify why.
13. What is your prediction about the state of the economy of your country for the upcoming years?