

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Economics



Diploma Thesis

Cultural and historical heritages as factors of economic competitiveness – Case study of France

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DIPLOMA THESIS ASSIGNMENT

Pierre-Louis Boussagol

Economics and Management

Thesis title

Cultural and historical heritages as factors of economic competitiveness – Case study of France

Objectives of thesis

The main objectives of the thesis is to understand the influence of cultural and historical heritages on the economic competitiveness of a country. The first part is to understand the different themes of the topic and to analyze how they can influence economic competitiveness. The second part is about the French example. The thesis focuses on France and on its history and cultural heritages to use in a concrete situation the different factors developed in the first part.

Methodology

The thesis will be divided in two distinct parts: a theoretical part and a practical part. The theoretical part will be based on the analysis of different sources (primary and secondary sources). These sources will permit to analyze and define the different notions, to classify several historical and cultural heritages as factors of economic competitiveness and to focus on tourism as a comparative advantage.

The practical part is based on the case study of France. The French economic competitiveness is analyzed under the spectrum of historical and cultural heritages. The thesis will go through different cultural aspects of France which make the French economic competitiveness: its history, its tourism, the wine as a cultural product and other cultural aspects as the French language and the French gastronomy.

The proposed extent of the thesis

60 – 80 pages

Keywords

Culture, History, Heritages, Economic competitiveness, France

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Declaration

I declare that I have worked on my diploma thesis titled "Cultural and historical heritages as factors of economic competitiveness – case study of France" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any their person.

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**Cultural and historical
heritages as factors of
economic competitiveness –
Case study of France**

Summary:

The main objectives of the thesis is to understand the influence of cultural and historical heritages on the economic competitiveness of a country. The thesis focuses on France and on its history and cultural heritages to demonstrate in a concrete situation how the different factors impact the economic competitiveness.

The thesis will be divided in two distinct parts: a theoretical part and a practical part. The theoretical part will be based on the analysis of different sources (primary and secondary sources). These sources will permit to analyze and define the different notions, to classify several historical and cultural heritages as factors of economic competitiveness and to focus on tourism as a comparative advantage. The practical part is based on the case study of France. French economic competitiveness is analyzed under the spectrum of historical and cultural heritages. The thesis will go through different cultural aspects of France which make French economic competitiveness: its history, its tourism, French wine as a cultural product and other cultural aspects as French language and French gastronomy.

Key words:

Culture, History, Heritages, Economic competitiveness, France, Tourism, Country advantages.

Souhrn:

Hlavním cílem této práce je porozumět vlivu kulturních a historických dědictví na ekonomickou konkurenceschopnost dané země. Tato práce se zaměřuje na Francii, její historii a kulturní dědictví, které v konkrétní situaci prokazuje, jak různé faktory ovlivňují ekonomickou konkurenceschopnost. Tato práce je rozdělena na dvě samostatné části: teoretická část bude založena na analýze různých zdrojů (primárních a sekundárních). Tyto zdroje umožní analyzovat a definovat různé pojmy, klasifikovat několik historických a kulturních dědictví jako faktory ekonomické konkurenceschopnosti a zaměřovat se na turismus jako na komparativní výhodu. Praktická část je založena na případové studii Francie. Francouzská ekonomická konkurenceschopnost je analyzována pod spektrem historických a kulturních dědictví. Tato práce bude procházet různými kulturními aspekty Francie, které tvoří francouzskou ekonomickou konkurenceschopnost: její historii, turismus, francouzské víno jako kulturní produkt a další kulturní aspekty jako je francouzský jazyk či gastronomie.

Klíčová slova:

Kultura, Historie, Dědictví, Ekonomická konkurenceschopnost, Francie, Turismus, Výhoda státu

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I/ INTRODUCTION

The 21st century is a complete competition between countries to be at the first place or to keep it. The notion of economic competitiveness is used every day for everything: a country, a firm or whatever. It is a term which is very important in this world of globalization. This term reflects the power or the advantage of a city, a country or a firm can have regarding its competitors.

Nowadays, countries are competitors regarding their industries, their GDP or their growth per year. It is very important to have these indicators at top levels. And these indicators are reflecting the economic power of a country in the present and may be for the future. But it will be interesting if we could analyze if past could influence the economic competitiveness of a country. We can think sometimes that other unusual factors linked to the past could be chosen to measure the economic competitiveness. In this thesis I will analyze how the past of a country can influence its economic competitiveness.

The past of a country is reflecting in the present by two things: the culture and the historical heritages. In fact, the historical heritages are the past events of a country which have been through the years thanks to their importance to come to us and to give us a lesson, a moral or just a memory. The culture is something more abstract and difficult to analyze but what is sure that it is the Identity of a country. These historical and cultural heritages are shaping a country and give them nowadays its actual “look”. These two factors have made a country but can these two factors influence the economic competitiveness of a country. So the question now we can ask is: could cultural and historical heritages be factors of economic competitiveness?

I have chosen this topic because it is a subject which is currently becoming more relevant, more widely discussed, and more popular in different countries. Actually more and more countries are giving a bigger interest to their historical heritages and to their culture and start thinking how to make them real competitive advantages. It is important to realize that cultural and historical heritages really affect a country in its form, power and attractiveness. Moreover, I had the chance to live abroad when I was young and I started to remark that regarding the country, the atmosphere, the culture and the way to work or to live

changed a lot compared to countries. So I wanted to know how historical and cultural factors influence a country and in particular the economic competitiveness of a country. Of course, I made a business school in France that is why the notion of economic competitiveness is familiar to me.

Last but not least, as a French student, I wanted to make a case study on France. Actually it is the country I come from so it was easier to find data and to understand them; to find books and summaries on them and as I know the country, it is easier to understand the cultural and historical heritages as I grew up in this culture and I knew some historical facts or heritages before starting my thesis. And moreover it is a great example. Indeed, France is the most visited country in the world thanks to its culture and its historical heritages. So it was a very good example to take for my thesis and particularly for my practical part.

II/ OBJECTIVES

The main objective of this thesis is to analyze how cultural and historical heritages can influence economic competitiveness of countries.

The aim of this thesis will be first to define and understand which aspects of culture and history we can use to measure economic competitiveness of countries. So first of all we are going to define the major terms composing my topic in order to understand them: cultural heritage and economic competitiveness. It is very important to define a framework of research to have guidelines and not to be lost because economic competitiveness is a huge topic with a lot of different theories. Thus, I will analyze these different aspects I chose and how they can influence economic competitiveness in a general way.

Then to illustrate my thesis, I will in a second part present my case study on France. Actually, coming from France it was easier for me to choose my home country because I know its particularities and it is easier to make your searches in your native language. This case study will be an illustration of different aspects analyzed in the first part. I will go through all these aspects and explain how French history and culture influence French economic competitiveness around the world.

III/ METHODOLOGY:

First of all, I started a thesis on another subject. I had chosen the French influence in the world. Thanks to my supervisor, he told me that I was not at all in a good direction and I had to find a new topic to respect the expectation of the faculty. Actually, the first topic was too important and huge to exploit in one thesis. After a time of reflection with my supervisor we decided to keep a part of my former thesis and to restrict my topic. So we decided to elaborate a new plan on cultural and historical heritage as factors of economic competitiveness. Moreover, to reuse some searches on my first thesis, I decided to study the case of France. As I had made a lot of searches about France, for my practical part, I had a lot of data. Actually, I had been to the French Institute (at Stepanska) to find books and reports from the French government or the French chambers of commerce, industry and economics which publish every year reports on different sectors and their competitiveness.

Thanks to the knowledge I developed during this period of search on my former topic, I had few ideas about my topics. Nevertheless, about my theoretical part I still had problems to find a plan. That is why I used brainstorming with some friends and members of my family to gather different and general ideas on my topic. Thanks to my friends and my family, I successfully found a plan quickly and I knew what I was going to speak about.

In order to write this thesis, I essentially used resources on the internet for the theoretical part. Indeed, I did not have such time and Internet is a huge base of data where you can find studies, summary of books and thesis easily if you know how to use Internet. Moreover, all the big international institutions put online all their reports and their studies. And with the tools of a computer to search certain words or expressions, you can find easily a paragraph which interests you and you do not have to read or skim through a document of 150 pages. You can go directly to the point.

So for the first part, I used in majority Internet to find definitions, studies and summaries from different sources: individual authors, authors linked with publishing house, international institutions as the World Bank or commissions from European Union.

For the second part, about the case study of France, I made several searches on different sources and I had some books to build my thought. Nevertheless, I used also some newspapers articles to update data and to have the latest figures.

The first part, the theoretical part, will essentially consist in presenting the topic, i.e. defining the terms of the topic: cultural heritages, economic competitiveness and different factors which can influence economic competitiveness of a country (national identity, language, geographic situation, historical facts).

The second part will be the practical part, which will be an illustration. In this part, I will try to bring an added value to my thesis by illustrating my theoretical results with French facts: France as the sixth power in the world has several competitive advantages (huge history, tourism which ensues from cultural heritages, huge territories linked to its history), wine as a competitive cultural product, other cultural heritages which make France an economic competitive country (Francophonie or French gastronomy).

IV/ THEORETICAL PART

This part is going to provide an introduction on the different notions of the topic. In a first part, we will define the different terms used in the topic. We will define what cultural and historical heritages are with different definitions and some examples. Just after these definitions, we will try to make a separation between History and culture and try to understand the differences between these two terms. And in a last part, we will define the notion of economic competitiveness regarding in particular the economic competitiveness for a country.

Secondly, we will focus on cultural and historical heritages as factors of economic competitiveness with different aspects. The heritages can be classified in different themes and can impact economic competitiveness in different ways. That is why we are going to measure how identity can impact economy in a first part, then how the language is a cultural heritage and can acquire an advantage. Then the geography and the historical events as wars are going to be analysed to understand their influence on economic competitiveness. The geography of a country influences a lot on its trade and exchanges regarding if it is a coastal country, a crossroads country or a landlocked country.

The last chapter of the theoretical part is dedicated to tourism as a vector of economic development and it will focus on the link between tourism and economic competitiveness. We will have a general look on global tourism to understand what the principal trends are in term of tourism nowadays. Then we will define the cultural tourism to understand which aspects are part of cultural tourism. And last, Crouch and Richie analysis is going to help us to describe the notion of competitiveness in tourism.

1- Definitions

a. Cultural and historical heritages

“Cultural heritage is the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations.” (Oxford English Dictionary).

This definition is quite large and we must have a look on it to get a better understanding. We often hear about the importance of cultural heritage. But what is cultural heritage? And whose heritage is it? For example, the Mona Lisa by Leonardo da Vinci belongs to French culture or Italian?

First of all, let's have a look at the definition of the words. “Heritage” is a property, something that is inherited, transmitted from previous generations. In the case of “cultural heritage,” the heritage does not consist of property or money, but of culture, values and traditions. Cultural heritage implies common values and our belonging to a community. It represents our history and our identity; our bond to the past, to our present, and the future.

UNESCO (United Nations Educational, Scientific and Cultural Organization), founded in 1954, distinguishes two types of cultural heritage: tangible and intangible. Tangible cultural heritage are artefacts (paintings, drawings, prints, mosaics and sculptures), historical monuments and buildings, as well as archaeological sites. Tangible culture heritage is everything we can touch or see. But the concept of cultural heritage has gradually grown to include all evidence of human creativity: photographs, documents, books and manuscripts, and instruments, etc. either as individual objects or as collections. Nowadays, towns, underwater heritage, and the natural environment are also part of cultural heritage since people identify themselves with the natural landscape.

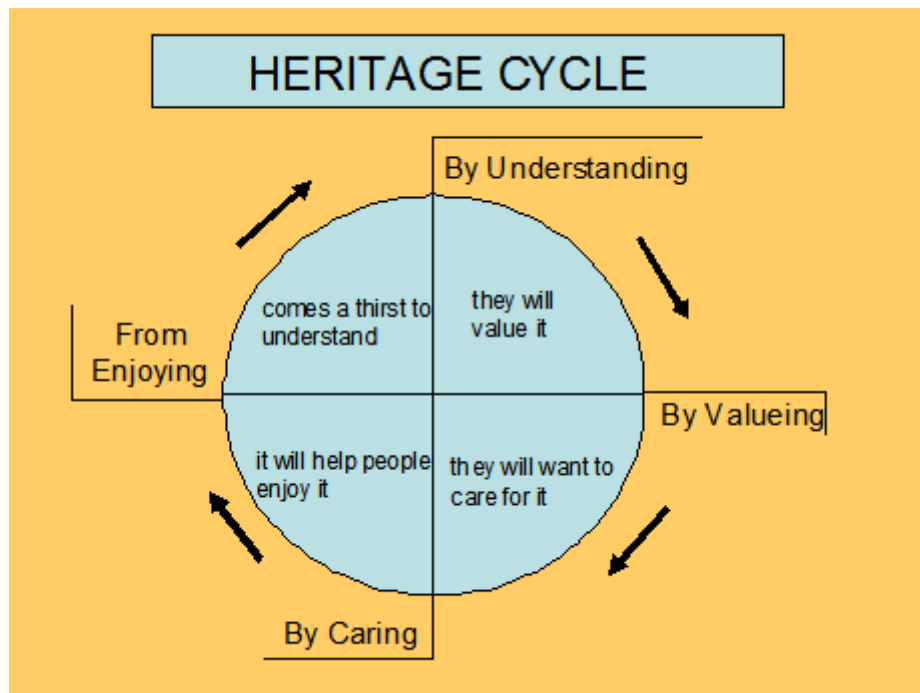
Moreover, cultural heritage is not only limited to material objects that we can see and touch. This part of cultural heritage is the intangible part. It consists of immaterial elements: traditions, oral history, performing arts, social practices, traditional craftsmanship, representations, rituals, knowledge and skills transmitted generations after generations

within a people. Intangible heritage therefore includes a vertiginous range of traditions, music and dances such as tango and flamenco, holy processions, carnivals, falconry, Viennese coffee house culture, the Azerbaijani carpet and its weaving traditions, Chinese shadow puppetry, the Mediterranean diet, the polyphonic singing of the Aka of Central Africa (to name a few examples).

Nevertheless cultural heritage is not just cultural objects or traditions transmitted. It is also the result of a selection process: a process of choosing between what we are going to keep and what we are going to forget: memory and oblivion. This process characterizes every human society constantly engaged in choosing what is important to preserve for future generations and what we can let go. This decision to choose what to keep and what to forget is linked with the heritage circle diagram. This diagram gives us an idea how we can make “the past part of our future” (Simon Thurley, 2005). We have to read the diagram in a clockwise direction:

By understanding cultural heritage, people value it and so they want to care for it. Caring for it, they will enjoy it and then they will have the desire to understand more of it...

Graph 1: Heritage cycle



Source: Simon Thurley, 2005

All people make their contribution to the culture of the world. That is why it is important to respect and safeguard all cultural heritages, through national laws and international treaties. Illicit trafficking of artefacts and cultural objects, pillaging of archaeological sites, and destruction of historical buildings and monuments cause irreparable damage to the cultural heritage of a country. UNESCO has adopted international conventions on the protection of cultural heritage, to encourage intercultural understanding while improving the international cooperation.

The protection of cultural property is an old problem. One of the most frequently recurring issues in protecting cultural heritage is the difficult relationship between the interests of the individual and the community, the balance between private and public rights. Ancient Romans established that a work of art could be considered part of the patrimony of the whole community, even if privately owned. For example, sculptures decorating the façade of a private building were recognized as having a common value and couldn't be removed, since they stood in a public site, where they could be seen by all citizens (Emperor Tiberius' story about the Apoxyomenos: he wanted to put it in his private gardens, removing it from public view but the Roman people did not accept it and forced him to put the Apoxyomenos at its former location). Our right to enjoy the arts, and to participate in the cultural life of the community is included in the United Nation's 1948 Universal Declaration of Human Rights.

The term "cultural heritage" evokes the idea of a single society and the communication between its members. But cultural limits are not necessarily well-defined. Artists, writers, scientists, craftsmen and musicians learn from each other, even if they belong to different cultures, separated by long period of time or space. Take a look on Japanese influence on Paul Gauguin's paintings; or African culture and masks in particular on Pablo Picasso's works.

One of the most known paintings is a good example to explain the complex of cultural heritage. The Mona Lisa, painted between 1603 and 1605 by Leonardo da Vinci, is at the Louvre Museum in Paris. The Mona Lisa belongs to Italian culture or French one? Leonardo was an Italian painter very famous, that's why we can say that the Mona Lisa is part of the Italian cultural heritage. But when Leonardo went to France, to work at King Francis I's

court, he probably brought the Mona Lisa with him. In 1518 King Francis I acquired the Mona Lisa, which therefore ended up in the royal collections. So since this moment, the Mona Lisa is part of the French national heritage too. This painting has been defined as the best known, the most visited, the most written about and the most parodied work of art in the world: as such, it belongs to Humanity as a global cultural heritage.



People taking photos of the Mona Lisa – Louvre Museum, Paris

Cultural heritage transmitted from our parents must be preserved for the benefit of all. We are facing a globalization and in this period cultural heritage helps to remember our cultural diversity. To understand this diversity permits mutual respect and renew dialogue amongst different cultures.

b. Differences between culture and history

History is about the making of a country. Culture is about the making of a man or an individual. But both are inter-related, culture is a subset of history. History is all about the past whereas culture has a great conglomeration of the past and the present and a look to the future.

History and culture are two terms very different and which do not have the same meaning even if in general we interchange them without caring. History is the growth of a country or

land. Culture deals with the interests shown by the people of this particular country or land. A rich culture of a land can become a part of history of that land. A great history of a land can be due to the richness of the land in culture.

History is about the making of a country. Culture is about the making of a man or a community. Therefore we can describe culture as a subset of history. Actually, an individual is a part of a country.

History and culture can be inter-related too. History should extol kings who are developers of culture for the growth of music and dance in their country. Therefore it can be said that culture is a subset of history. A country should have a great history if it is to shine on the cultural front. Culture brings name and fame to history of a country or land. It is history that has to welcome culture and people who maintain culture. Although it is true that both the words, history and culture have different significations, yet both are needed together to build a strong nation. This is a rare example where two things that have different significations are needed together to build a nation.

History is a chronological record of important and public events. These events can be public events too. In fact it is a study of past events and human affairs. A study of any topic in relation to build-up of various developments made in this topic can also be called history. For example, you can study history of astronomy or literature. History relates to a systematic or critical account of past events that took place in a country.

Culture would transmit the sense of art or creativity that appeals to the human mind. Culture has to do with intellectual realizations of men and women. A lack in culture for a country is very prejudicial. It will lack in people that could not boast intellectual achievements. Culture relates to customs followed by civilizations. Mental advancement is called culture too. A society is culturally developed if its mental advancement is high.

The difference between history and culture can be summarized as follows:

- History is about making of a country whereas culture is about making of a man or a community.
- History is a chronological record of important events. Culture is a conglomeration of tangible and intangible knowledges which are transmitted.

- History is all about past events whereas culture is all about the development of Arts to convey to future generations.

c. Economic competitiveness

There is not a unique definition for competitiveness because this concept gathers several aspects of economy. Two notions are traditionally distinguished: competitiveness of enterprises and competitiveness of a state where these companies are settled. In our case, it is the definition of competitiveness of state which is important.

The competitiveness of a state is not synonym of good performances in exports which is often used to define competitiveness of a state. European Union defines it as the capacity of a state to improve sustainably the way of life of its habitants and procure them a high level employment rate and social cohesion in a quality environment. In another way, it is the ability of a country to keep and attract activities and investors to improve durably wellness of concerned people.

Economies differentiate two types of competitiveness, both for states and for companies:

- Price competitiveness, based on capacity to produce goods and services with lower prices than competitors for the same quality
- Structural competitiveness, based on capacity to enforce its products on a market for their quality, innovation, attached services... and not their price.

It is quite hard to advise how to improve its competitiveness because of diversity and interacting factors of competitiveness. Nevertheless, follows the principal factors which can influence the competitiveness of a country:

- Labour cost which includes wages, social security contributions and different taxes on labour force;
- Duration of working time;
- Labour organisation and quality of social dialogue;
- Proposed formations for employees;
- Raw materials and energy cost;

- Quality of manufactured products;
- Exchange rate which impacts a lot import costs and export prices;
- Ability of companies to find capital and investments;
- Research and innovation which can develop sectors and sustain exportation;
- Taking into account sustainable development;
- Stability of fiscal and social policies;
- Presence of a real industrial policy;

Generally, public policies are improving framework where economic actors are progressing (quality of infrastructures, networks, public services, etc.).

(Source: Opinion of the Economic, social and environmental council on competitiveness, October 2011)

There are a lot of different economic and politic theories. Each theory has its preference to act on factors to improve economic competitiveness. There is not a magical recipe.

It does not exist an official indicator to measure competitiveness. Competitiveness can be measure within several factors and indicators. These indicators vary with the concerned economic actor and the theory chosen which can be combined with others.

For a state, follows some indicators of competitiveness we can use:

- Market shares of a state in global exportations or regional exportations
- Comparative price of exports: ratio between prices of exported products and goods by a country and prices of imported products and goods by the same country.
- Penetration rate: ratio between imports and domestic market of a country. This indicator shows the independence of a country
- Coverage rate: ratio between the value of exports and the value of imports between two countries or two zones.

To conclude about economic competitiveness, it is a concept quite difficult to measure because of the different ways to control and measure it. Nevertheless, with the different indicators quoted just above, we are going to be able to gauge the impact of cultural and historical heritages on the economic competitiveness of a country. To conclude, a competitive country is a country which can propose or offer services or goods than no other countries cannot offer or can offer but without the same quality or price.

2- Cultural and historical heritages as factors of economic competitiveness

a. How national identity and culture impact economy

To describe the dimension of national culture is quite difficult. In fact, Geert Hofstede (Dutch psychologist, specialist in social psychology and professor of anthropology at Maastricht University) in 1991 compared 64 subsidiaries of IBM to understand which national factors could influence the productivity and the way of thinking at work. He identified five factors which express 50% of the variance of productivity and benefits and represent the national dimension of culture:

- The hierarchical distance which means level of social inequalities including relations with authorities
- The level of individualism, versus collectivism which characterises societies in which links between persons are letting go
- The degree of masculinity which is linked to values commonly associated to men as performance, success and competitiveness. The opposite is the femininity which gathers values as personal relations, service, care of the weakest and solidarity.
- The control of uncertainty which refers to the degree of preference of structural situations against non-structural ones.
- The long term orientation which describes the view centred on future whereas court term orientation is linked to past and present (example: respect of traditions and social obligations).

These cultural factors are factors of competitiveness. For example, the level of individualism can be analysed with Japan. In Japan, people are working for their company all their life. And when they enter a company, it is very often for the life and they are totally dedicated to this “new family”, this phenomenon is called “IE”: the feeling to be part of a family and totally dedicated to this family. And this devotion for companies are rewarded by an economic competitiveness. Japan companies are part of the most competitive firms in the world.

Another example which illustrates one of these factors. The degree of masculinity is very high in China. Actually, Chinese are searching excellence, material success and they give a

lot of importance to money and success. And this high level of masculinity in China has made of China a country as competitive as Japan.

b. Language: factor of competitiveness

The language is totally part of the national culture. It is one of the first thing you learn when you are a baby. It is something you use daily and it is very important because regarding your language you can define from where this person is. It is a part of the identity of a person.

It is a no-brainer to say that more people speak a language more this language as a competitive power. At the beginning of the nineties, the World Bank added a new variable in the gravity model: the common language. The gravity model is inspired by Newton's theory about gravity. The gravity model of international trade predicts bilateral trade flows based on the economic sizes (often using GDP measurements) and distance between two units. Since using this variable is becoming systematic in searches and studies about deciding factors of bilateral trade. These different studies demonstrate that sharing an official language increases bilateral trades by 50%.

Actually, it is obvious that sharing the same language helps to interact between people of different cultures. It is also an economic advantage: you understand the local laws and rules, you do not need to traduce the official papers and you do not risk to transform these papers with a bad translation, moreover these translations cost a lot and then you save money.

The influence of a common language on trade can vary regarding the language. Actually, we have to distinguish the bilateral and multilateral exchanges. For a bilateral exchange, more the language we speak is common more you will have partners available. For example, Brazil has few partners which speak Portuguese: Portugal, Angola, Mozambique, Cabo Verde and Guinea-Bissau. Whereas an Anglophone country has a huge panel of potential partners. The effects of a common language will be less impacting on bilateral trade in case of languages spoken in many countries.

We will have the opposite effect on multilateral exchanges. A language used in a lot of countries will permit a bigger trade with a bigger number of potential partners than a

language used in few countries. Then English will have a superior effect on multilateral trade than Portuguese of course. Nevertheless, English is not always used for trade. It is used in exchanges in more than 20 countries; German is used to export on 15 markets; Russian is used in Baltic countries, Poland and Bulgaria; French is used on 8 markets. Then, when we have to choose a third language to go over the linguistic barrier, English is not always used for, as we could think.

The language can also be used to win in competitiveness and to gain more freedom beside a power which tries to influence you. For example, this is what happens in Shanghai. In Shanghai, people speak Shanghainese. They also speak mandarin. But Shanghainese is the communication language among each other. People who want to make businesses in Shanghai must learn Shanghainese. Because all the board of directors in Shanghai use this language and because in the firms, people speak Shanghainese. It is also the language use every day in public. The central government from Pekin hates Shanghainese, it is not the official language (which is the mandarin) and it is a defiance to the central power. So the central government tries to delete this language. It imposes mandarin to its administration. However, Shanghainese keep prospering. Indeed, Shanghainese people understood that using this language strengthens their economic and political circuits against the rest of China and the rest of the world. And it works, Shanghai is becoming one of the most influent financial places in the world. Obviously, it does not depend only from the language but the language gives a real economic competitiveness to Shanghai.

Then we can really assert that language is a factor of economic competitiveness and as a cultural factor can improve the competitiveness of a country.

c. How geography influences competitiveness of a country

Geography is linked to history. Actually, history has made countries and nowadays a lot of countries are directly linked to historical facts: wars, extensions of territories, former colonies... For example, in Africa the three countries Togo, Ghana, Benin are three former colonial outposts. And their actual borders and forms are directly linked with the conquest

of Africa by colonial kingdoms (France and United-Kingdom) which decided where would be the borders of the countries they created. So we can clearly conclude that geography is linked to history. But how nowadays geography can influence economic competitiveness.

We distinguish three principle types of geographic position. A territory totally circled by water – island or archipelago – occupies a situation of insularity. There are countries which dispose of a seafront. A territory without access to sea is characterised by a situation of isolation. In this part, we will gather the countries in situation of insularity and disposing of a seafront. But we will distinguish a last position: crossroad countries.

i. Coastal country

Access to sea constitutes a priori a strategic and economic advantage because it permits to have access to resources (fishing and oils, in the main for today), to be part of international trades without intermediaries, to develop touristic revenues and to intervene directly in global businesses. But you need to be able to operate this asset: you need products available for exports, at least one deep-water port and capitals. If you want to take benefits from maritime trade you need at least to be close or on the roads which are used. Seaside tourism is profitable only if the weather is good enough. Last but not least, you need to get the capacity to defence this asset because otherwise there is no interest or, worst, insularity becomes a handicap because it arouses lust and you are threatened by possibility of invasion by sea. It is more difficult to invade an island than a country with a seafront. Great-Britain's history is a good example: the last succeeded invasion was in 1066 by Normans; all the other attempts were failures: Philippe II in 1588, Napoleon 1st in 1803 and Hitler in 1940.

The power of a non-isolated state is linked to its maritime mastery as predicted by American admiral Mac Mahan at the end of the nineteen century. In addition to resources it gives access, sea is also a space of forces projection. To control some portions of maritime area or to have access to these areas without threats are totally part of state policies and according to their capacities contribute to their strength and wealth.

The United Nations convention of Montego Bay (signed in 1982 and entry into force in 1994) gives to insular countries or countries with seafronts some territorial waters (12

nautical miles where they use their entire sovereignty) and an Exclusive Economic Zone (EEZ) of 200 nautical miles. The countries conserve exclusive property and right to exploit all marine resources and resources from seabed on their continental shelf (which can reach 350 nautical miles). These EEZ and the possibility to extend them bring a lot of conflicts and troubles. Indeed, the seabed is full of resources. Nowadays we do not know how to operate them but technologies are developing so fast that in few years it will be possible. But the fight for them is right now because of fishing zones, drilling for hydrocarbons or exploiting polymetallic nodules. These resources are going to be resources of the future and then are keys to increase economic competitiveness.

ii. Crossroads country

Open or isolated, a territory can present an advantage very desired: to be on a crossroads. This one can be intercontinental. To be on a communication axis is a coveted advantage. To be between two crossroads, a city may be an essential step on a terrestrial route: supplies of water/food, crossing point, defensive site, confluence point, convergence point.

Narrowest point between Asia and Europe, the Bosphorus strait is crossed by two bridges: one created in 1973 and another one in 1988 at the right place where the Persian king Xerxes crossed Bosphorus to invade Greece in 480 BC.

The large extended continental shelf of Anatolia has been used for millennia as a natural bridge between Europe and Asia. So it became a major strategic objective for all powers or candidates to powerful in the region. Nowadays, Turkey takes care to keep this region under its control even if it has had to fight the Kurdish independentists since a long time.

Ankara wants to take profit of its asset by accepting that oil and gas pipelines go through Turkey. Turkey wants to become an essential energetic turnover place. Turkish government estimates that this function could help the country to become a member of European Union. Moreover, Turkey is engaged in a program of railways very ambitious: a route Baku-Tbilisi-Kars is being created. It could be part of a railways corridor joining the European network by a shuttle under Istanbul strait. Nevertheless, numerous conflicts and troubles in the area make this project quite difficult.

To conclude, being a crossroad is a competitive advantage because you control an area very strategic and you can influence a whole region even the global trade if it is a very strategic position. One more, geographic position is a factor of economic competitiveness for a state.

iii. Landlocked country

The isolation of a state gives it a state of strategic and economic inferiority. Actually, this state is submitted to neighbours' will which have a seafront. This isolated state can compensate for this disadvantage with military action or a diplomatic solution or becoming essential (strategic position or strategic raw material, political status, financial activities). However, the isolation is like a Damocles' sword for the isolated state: the economic strangulation is threatening it all the time. For example, during all its independent history, Serbia always searched a maritime outlet. Since the independence of Montenegro in 2006, Belgrade does not have any access to sea. The isolation is now an essential key to understand Serbian foreign policy. Advantages or disadvantages of a situation can change. You always need to keep in mind that the evolution of international relationships, as the evolution of economy, can change the role of a country.

Let's have a look on Laos. "The former function of Laos as a buffer-state which had to separate a socialist country – Vietnam – and a liberal country – Thailand – is today a « bridge country » through which regional economic trades go through" (Malovic Dorian, The communist Laos, a regional strategic stake, November 2007). This country was totally isolated during a long time and now is part of regional integration and is essential to local development.

To conclude this part, we can declare that geographic position which results from history can be a real economic competitiveness if it is well exploited. This strategic position is totally part of the culture and competitiveness of a country. Actually, an insular country does not have at all the same culture than an isolated country. The asset or the handicap linked to geographic position can change with time according to development or new internal and foreign policies. Human actions can modify the value of a situation: progress in maritime navigation or historical facts as conquest of a territory or wars.

d. Historical aspects: Wars impact economic competitiveness

Wars have always been part of History. During History, nations have made a lot of wars to improve their power and their lands. In western countries, wars have made our history and wars are cultural heritages for our societies. Now we will try to understand how wars, as historical and cultural facts, can influence economic competitiveness of countries and nations.

The war has always a full part to play in social relationships. Historical and social phenomenon, the war is a process by which a social entity will force physically or symbolically another entity, in order that this attacked entity will serve or does not breach the interests of the belligerent entity. This multifaceted process can be used to defence or increase different interests: political, economic, territorial, religious etc.

During a long time wars were ways to appropriate wealth, War cannot be totally separated from economy. For Jean-François Daguzan and Pascal Lorot, authors of « War and Economy », economy plays an undoubted role in launching of wars. In addition to resources that the belligerent State wants to acquire, war represents two others economic issues. The investments in the armament industry will keep national economy going and increasing GDP. Moreover, to rebuild a country has a positive effect on economies for belligerent countries. This contracts for reconstruction become a decisional criteria and an issue for negotiations to start war. For example, Marshall Plan has been criticized by economists and historians for this reason.

Moreover, wars are very often linked in history with extensions of territories. These territories can be full of resources and that is why they have been invaded; but also, these territories can become new markets for companies of the belligerent country. For example, during the nineteenth century, European powers colonialized Africa and Asia because they were facing double problem with the second industrial revolution: they needed to sell overproduction and needed to buy larger amounts of raw materials at cheapest prices.

Nowadays colonialization, even after years of independence, is still a competitive advantage for powers of the nineteenth century (in particular France and Great-Britain).

Actually, they still have concessions to control maritime roads: Panama and Suez are controlled by companies from Great-Britain. And they have also concessions to manage ports all around the world.

So wars and historical facts as colonialization are really factors for economic competitiveness of countries.

In his “lament for peace” (15th century) Erasmus noticed already that princes and kings were used to declare war when they have the feeling that their authority was crushing. Actually, a lot of persons ignore it but peace is not always for a country a political solution de facto (even if its leaders never assume it in front of the people). Peace is also dangerous – bad economic choices, discontent of populations, random results on long-term. War will stay for a long time for a State a quicker and safer rational solution to acquire wealth, competitive advantages or solve troubles. So even if there are a lot of obvious risks, war is a solution we cannot neglect. (À la recherche des lois pacifiques de la guerre, Sauveur Fernandez, 2004)

3- Tourism: vector of economic development

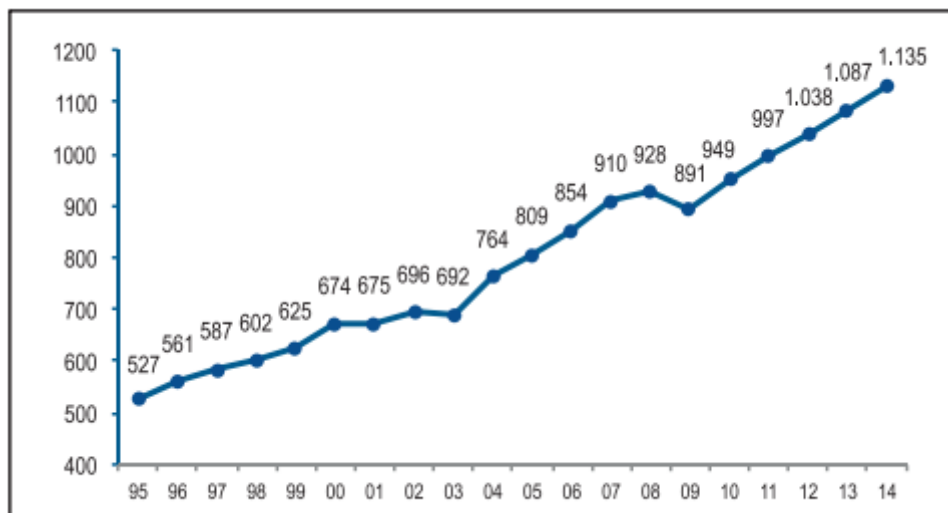
a. Global tourism in numbers

International tourism capped off 2014 with record numbers, growing 4.4% to reach 1,135 million tourists that crossed international borders during the year, consolidating the growth after the global economic crisis and despite many challenges. The growth in arrivals was followed closely by that of receipts from international tourism. With an increase of 3.7% in real terms, international tourism receipts reached an estimated US\$ 1,245 billion (euro 937 billion) in 2014. Adding up the export earnings generated through international passenger transport services (US\$ 221 billion in 2014), total exports from international tourism were up to US\$ 1.5 trillion, or US\$ 4 billion a day on average in 2014.

The direct, indirect and induced revenues from tourism represented in 2014 \$220.000 per second, which means \$7,000 billion a year. Tourism is equivalent to 9% of the global GDP and hires 290 million of persons whether 1 job out of 11.

These numbers show how much tourism can be important for a country and how it is important to exploit this financial windfall.

Graph 2: International Tourist Arrivals

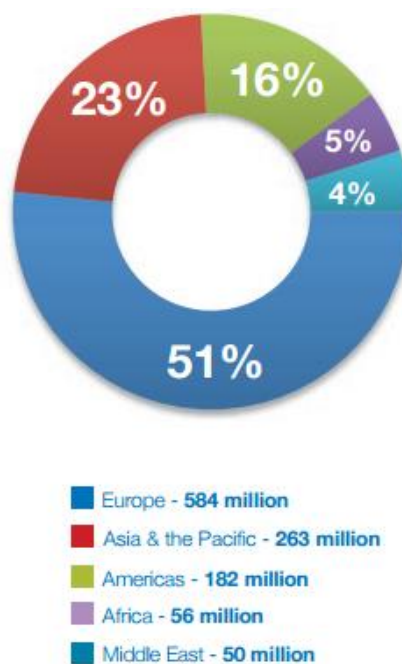


Source: World Tourism Organisation (UNWTO)

We can analyse since 30 years, tourism is growing significantly and constantly. Even if we notice a slowdown in 2008 and a decrease in 2009 which resulted from the crisis of 2008, global tourism is doing well.

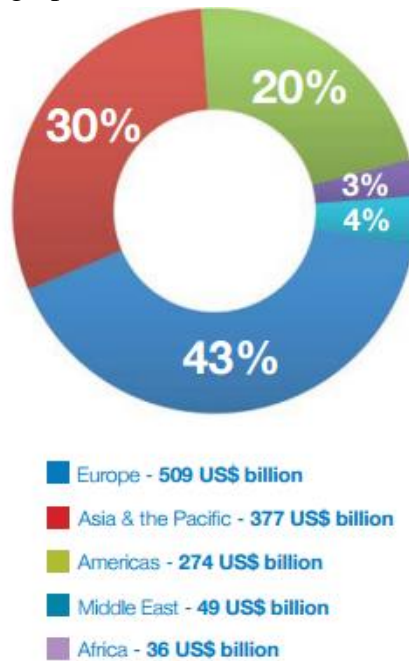
The region which registered the biggest growth is Americas. Actually, in terms of arrivals, the Americas knew a growth by 8%, supported by North America and Caribbean region. The Middle East and Asia registered a growth by 5% for 2014 and Africa grew its attraction by 2%. Only in Europe, arrivals of tourists were at a standstill in 2014 and Central and Eastern Europe knew a drop by 4% after three years of strong growth. Nevertheless, 584 million of tourists visited Europe which generated US\$ 509 billion in exports. Thanks to these results, tourism has been a major contributor to the European economic recovery.

Graph 3: Repartition by Geographic Zones of International Tourist Arrivals in 2014



Source: World Tourism Organisation (UNWTO)

Graph 4: Repartition by Geographic Zones of International Tourist Receipts in 2014



Source: World Tourism Organisation (UNWTO)

We can see that Europe is the most attractive region. We can explain this result thanks to two factors. Firstly, Europe is a stable continent which does not know political troubles or wars. Thanks to this stability, tourists are not afraid to come and visit Europe. Moreover, the criminality rate in European countries is very low: always under 5 voluntary homicides for 100,000 habitants (data from *United Nations Office on Drugs and Crime*) in every countries, except for Russia, Moldavia and Latvia which are not the most visited countries in Europe.

The second factor is that Europe has a huge history and a lot of cultural aspects to visit. Europe has been the cradle of all the biggest kingdoms in the world. So you can find more than 3000 years of History on different sites in Europe. These cultural and historical heritages are factors of attractiveness. And nowadays these heritages are more and more used by countries as competitive factors to develop their economy. The cultural tourism produces nowadays huge receipts.

b. Cultural tourism: definition

The World Tourism Organisation tells us that cultural tourism accounts for 37% of global tourism, and furthermore affirms that it will continue to grow 15% each year. With all of this market interest, destinations should leverage what makes their societies unique and invest in developing cultural tourism programs.

Cultural tourism is defined by the World Tourism Organization (Report WTO, 2012) as "trips, whose main or concomitant goal is visiting the sites and events whose cultural and historical value has turned them into a part of the cultural heritage of a community". An important characteristic of cultural tourism according to this definition is the supposition that visiting cultural and historical sites and events, related to cultural heritage is not necessarily the main aim for the trip. In this context cultural-historical tourism is rarely the only objective of the trip and most often is combined with other traditional and specialized types of tourism. This substantial characteristic reveals opportunities to improve the effectiveness of national and regional tourism through the development of cultural-historical tourism - through absorption and integration of cultural-historical resources in the regional tourism product and development on this basis of a regional tourism brand.

The key category in that definition is the concept of "cultural heritage" which includes intangible and tangible movable and immovable heritage as "A set of cultural values that are carriers of historical memory, national identity and have scientific or cultural value" (Cultural Heritage Act, Art. 2, para. 1).

From the perspective of the development of cultural tourism, the significant coverage of the concept of cultural heritage determines the application of an integrated approach – except traditional archaeological and historical monuments include the architecture, art and ethnographic heritage, museum infrastructure and cultural landscape and the acquiring in recent times particular importance religious heritage - Christian churches and temples of other religions. Cultural tourism includes besides all the visiting of historical sites and sightseeing, providing the opportunity for enjoyment of past human achievements. As part

of domestic tourism, visiting such places is an object of admiration, national pride and rediscovering the achievements of our ancestors.

Cultural tourism is an instrument for economic development that achieves economic growth by attracting visitors outside the community-host who are motivated generally or partially by an interest in the historical, artistic, scientific or related to lifestyle and traditions reality and facts of a community, region, group or institution. Such a travel is focused on the feeling of the cultural environment, including landscapes, visual and performing arts, lifestyles, values, traditions and events. Tourism is looking for ways to create "marketable tourism products" as well as environment for work and life. Cultural-cognitive tourism is an interaction between cultural, ethnic and historical components of the society or of the place to be used as resources to attract tourists and tourism development.

c. Notion of competitiveness about tourism

The notion of competitiveness has been also applied directly to touristic destinations.

Crouch and Ritchie (1999) adopted the Porter's model to assert that "the competitiveness of a destination" depends on four elements:

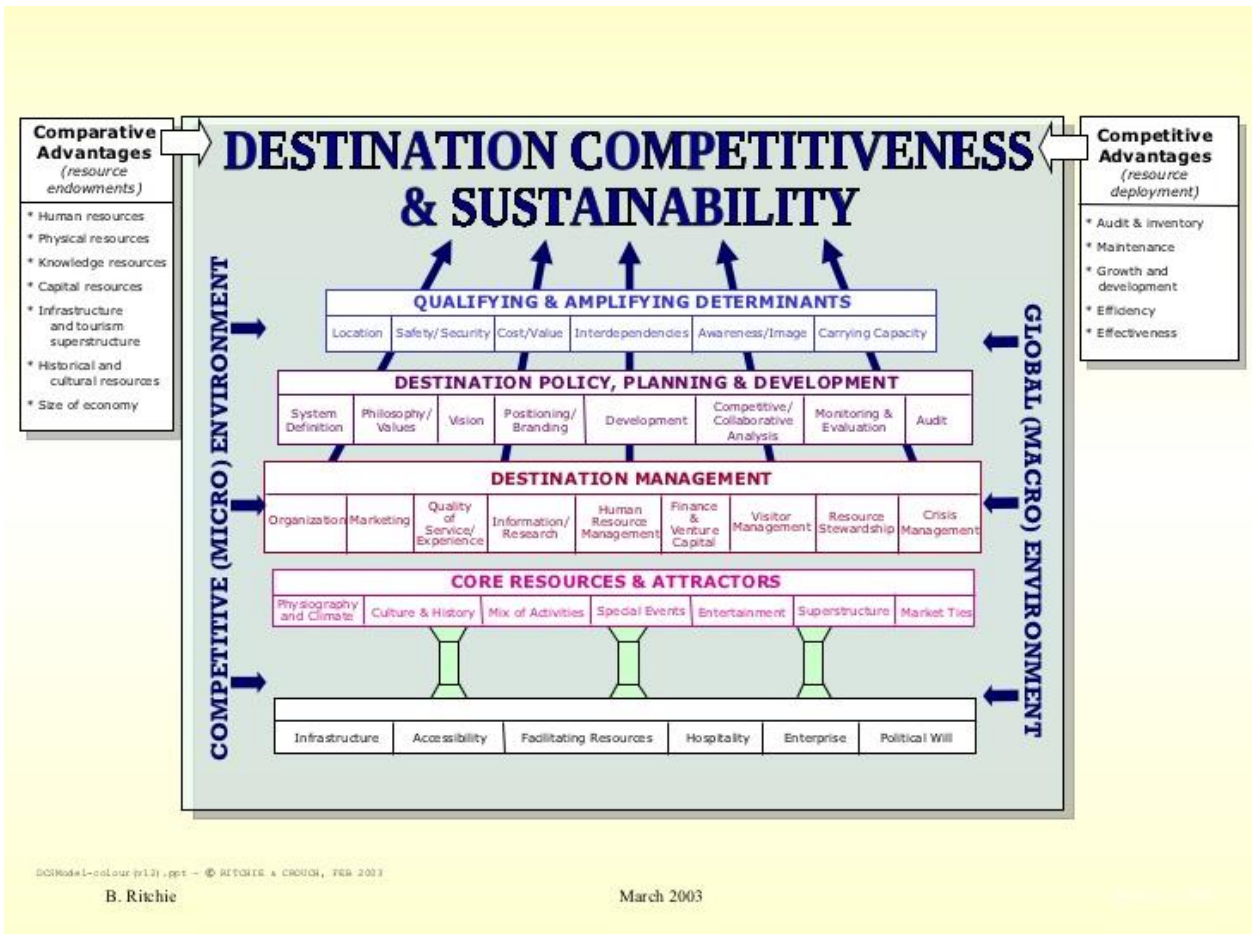
- Principal resources and attractions (physiography, culture and history, links with markets, group of proposed activities, special events, entertainments and superstructure)
- Upstream factors and resources (infrastructures, accessibility, various services, accommodations, companies)
- Management of the destination (management of resources, commercialisation, loan capital and venture capital, organisation, development of human resources, information/search, quality of services, ratio quality-price)
- Factors of qualification (location, interdependences, safety/security, fame/image/brand, ratio quality-price)

Likewise, Dwyer and Kim (2003) identify factors which determinate the competitiveness: available resources (natural resources, cultural assets and patrimonial

elements), created resources (touristic infrastructures, offer activities, etc.), upstream factors (infrastructures in general, quality of services, access to destination, etc.) and factors linked to the management of the destination.

These two studies highlight the importance of the inherited or created assets. Moreover, they emphasize the method how these assets are organised and deployed on the market. In the main, it seems that the comparative advantage of the destinations comes widely from resources of which the destinations have already (Dwyer and Kim include the cultural patrimony). Whereas the competitive advantage is based more on the deployment of resources (management and commercialization of the destination in another way).

Graph 5: Ritchie-Crouch's concept



Source: Ritchie, J.R.B. and G.I. Crouch (2003). The Competitive Destination: A Sustainable Tourism Perspective, CABI Publishing, Wallingford, UK.

V/ PRACTICAL PART

The practical part is to demonstrate by a case study, in this case France, what we define and talk about in the theoretical part. In a first chapter, we will present France under the aspect that it is the sixth economy in the world thanks to its culture and history. In a first part, I made a very quick summary of French history to put in the context France and its long history. In a second part, I describe France as a land of tourism with different numbers and charts to make it more understandable. The last part of this chapter is dedicated to a big historical and cultural heritage of France: its Economic Exclusive Zone and how this heritage influence the economic competitiveness of France.

The second chapter is a zoom on a particular cultural product from France and which is the perfect representation of France abroad: wine. Wine is one of the first French products we think about when we talk about France abroad. In a first part we will try to understand why we can consider wine as a historical heritage in France. I make a summary of the history of wine in France to understand how wine arrived in France and how it has been impacted by French history. Then I make a focus on wine production in France. How this product is a factor of competitiveness and what it brings to France.

The last chapter is based on other cultural aspects from France which are also considered as economic advantages. As I described it in the theoretical part, the language can be a factor of economic competitiveness. So we will look on French and its influence in the world linked with the francophonie (organisation to promote French in the world). The French gastronomy is also considered as a cultural heritage and is very famous around the world. That is why I chose to make a part on the French gastronomy and what it brings to France to be considered as the country of the good drink and the good food.

1- France: sixth economy in the world thanks to its culture and history:

a. Summary of French History

i. A long time history

1. The Middle-Age

Historians consider France has been created during the 5th century with the advent of Clovis 1st and the creation of the Franks kingdom. Actually, with the conquest of Constantinople by the Turks, “France” has seen a lot of savages come and try to conquer these lands. Clovis’ ambition (at the age of fifteen) was to recreate the former Roman Gaulle with all the Germanic people. It is the first influence of “France” on Europe. Clovis 1st succeeded in the construction of a kingdom quite stable but at his death, the quarrels between his descendants lasted during 250 years and the Franks kingdom was not ready yet to influence Europe.

In 732, Charles Martel won against the Arabs in Poitiers and this victory gave him a recognition of the other lords and started to consolidate his power by expanding his kingdom. His son “Pépin le Bref” is crowned by the pope and this alliance is the beginning of the French divine monarchy which is going to have a huge influence during a lot of centuries (till the end of French monarchy in 1789). Pépin’s son, Charlemagne, created a huge kingdom thanks to his father’s work. His kingdom spread from the Danube to the North of Italy and till Spain. During Charlemagne’s reign, Christian Franks’ kingdom is at its height. This kingdom was the main puissance in Europe at this time. Charlemagne has also invented the school: it was a monastic school for children. But with Charlemagne’s death, the kingdom is divided and did not resist to troubles like Viking invasions. This long dynasty (the Carolingians) ended in 987 with Louis 5th death.

The first king of the Capetians, Hugues Capet, had implanted the feudal organisation used in all Europe: a pyramidal organisation with the king, the suzerains and the lords. Moreover, the Capetians initiated the hereditary monarchy. In 1095, the first crusade took place which gathered all European kingdoms against the Turks who occupied Jerusalem for 20 years. During the 12th century, a fight occurred between the French king Louis 7th to Henri

Plantagenêt, duke of Normandy and Britain and future king of England. For decades, English king and French king fought for the influence and lands.

Till Louis 9th, the kingdom is always divided. With Saint Louis' reign, the French influence will get a new blow. Saint Louis lead two crusades, reformed the justice and created Sorbonne University, one of the most famous universities in the world nowadays. And Saint Louis succeeded also by signing a peace treaty with England.

In 1270, at the end of Saint Louis' reign the French kingdom will know a long period of troubles. The damned kings will start this terrible period by refusing the pope sovereignty. The Capetians dynasty ended here. The transition between two dynasties occurred the darkest period for French kingdom. The Hundred Years' War was the peak of the conflict between English kingdom and French kingdom. Even Saint Jeanne d'Arc did not succeed to end this war but help the French king, Charles 7th, to conquest some territories which were controlled by English since 3 centuries. These victories finish the Hundred Years' War and the French Kingdom found back its unity with Louis 11th and this is the end of the Middle Age.

The 15th has been a very difficult period for French kingdom. Nevertheless, France became stronger during this century of troubles and wars and started a new era the Renaissance.

2. 16th – 18th centuries

This long period started with the Renaissance. The Renaissance is an artistic trend which came from Italy and which lasted one century. The most famous French king of the Renaissance and whom gave the most known heritage is François 1st. The Renaissance in France is a transition century between the barbarity of the Middle Age and the Enlightenment century and the Humanism period. It is a century where the artists were supported by kings and patrons. Famous artists came to the French Court to satisfy orders as Leonardo da Vinci. In France, the Renaissance has been revealed a lot in the architecture. The most famous castles in France are from the Renaissance century: Chenonceau, Chambord, Azay-le-Rideau... And these castles have been visited by 5 million persons in 2015. This period gave a lot of historical and cultural heritages to France thanks to its huge artistic activity.

During the Renaissance, France is still fighting its two biggest enemies to keep influence on Europe: England and Italy. Different fights should be reported but what is most important is to keep in mind that France is a leader in Europe at this period. Moreover, this period of discovering (1498: America was found out by Christopher Columbus) has also been marked by a French explorer: Jacques Cartier who discovered Canada in 1534. Politically, the Renaissance is affected by several troubles and distortions: the fight against the Protestants. These religious wars ended with the Edit of Nantes in 1598 by Henri 4th. But a lot of Protestants left France to join back the Saint Germanic Kingdom or England. With these wars, France lost a lot of talents and wealthy families. These wars impact cultural heritages in France because with the loss of all these Protestants, France lost a part of its culture.

The 17th is marked by the absolute monarchy which is reinforced in France by Louis 13th at the beginning of the century. During his reign, the power of the king became stronger and his influence in Europe mounted.

The peak of French influence on Europe will be reached by the reign of Louis 14th called “the Sun King”. Terrorised during his childhood by “la Fronde”, a revolt of the nobles, Louis 14th reigned with terror and absolutism. The different wars which declared will lead to strengthen his kingdom by building fortifications thanks to Vauban (fortifications which still exist nowadays). Louis 14th's objective is to make France the first country in Europe. Louis 14th created Versailles to prove his power. All the best European architects, painters, artists and gardeners of this period worked on the palace of Versailles. The end of the reign was not glorious: the state coffers are empty; but the influence of France is at its top. France is recognised as the centre of the Arts in Europe.

It was the great grandson of Louis 14th who reigned at his death: Louis 15th. He did not make something great for France and contrariwise he lost against England a lot of colonies: Canada, Senegal, Louisiana and India. When he died, people hated him. It is against his grandson that people rebelled.

Louis 16th reached the throne in 1774. The people was upset about the treatment they received in consideration of the nobles and the clergy. So they decided to convene the general states and after few years of discussions decided to create a national assembly. Louis 16th was losing power and decided to flee but was arrested during his trying. He has been beheaded in 1793. This was the end of the French monarchy. The French Revolution was at its peak.

ii. From 1800 to mid-20th century

With the reign of Napoleon Bonaparte, France had started the 19th century with a huge influence on Europe. The old European monarchies around France wanted to end with the Revolution and decided to attack France when it was very weak at the end of the 18th century. Nevertheless, they did not succeed and France went out stronger of this period. Napoleon who arrived in power in 1799, decided to revenge France by attacking countries around: Spain, Italy, Prussia and Austrian Kingdom.

Napoleon 1st, as a great strategist, won a lot of his battles and invaded Spain, Italy, Prussia as far as Moscow. He became the enemy number 1 in Europe and a huge European alliance was created to collapse Napoleon's empire. In 1814 and 1815, Napoleon 1st was defeated at Leipzig and Waterloo. France lost its influence on Europe for the rest of the 19th century. France entered in an unstable period with few influence on the world. Nevertheless, during the Napoleon's period, France gathered a lot of cultural heritages from its different conquests and has been influenced also by different cultures which make nowadays France a melting pot.

Nevertheless, during the 19th century, France continued to colonize new countries and expand its authority around the world: Africa, Caribbean Islands and South East Asia. During the 19th century, France is facing some serious problems regarding its regime. France became again a monarchy at the end of Napoleon's regime between 1815 and 1848 with two different kings who were trying to come back to the old monarchy with its privilege but without succeeding. A republic lasted 4 years between 1848 and 1852 but voted some serious reforms: the universal suffrage and the right to work. The Republic ended with the coup of Louis-Napoleon Bonaparte (nephew of Napoleon 1st). The Second Empire took place from

1852 to 1870. It was a prospering period for France even if France did not influence the world. Louis-Napoleon Bonaparte decided new conquests in Africa and Asia and expanded a lot French influence in the world thanks to the ports controlled by French authorities around the world.

The 19th century ended with the third republic (1870-1940). France lost the war against Prussia in 1871 and had to give two regions: Alsace and Lorraine to Prussia. It would become an excuse to WWI. Even if the third republic started with this defeat, a lot of social reforms took place: total freedom for press, free and laic teaching for everyone. Moreover, even if different regimes took place during the 19th century, France developed a lot its industry thanks to the industrial revolution and was not at all belated regarding Prussia or Great Britain at the end of the century. The consecration would be the universal exposition in Paris in 1889, to celebrate the centenary of the French Revolution, with the launch of the first subway in Europe and the construction of the Eiffel Tower to promote the industrial French power.

In the early 20th century, France was a thriving country in Europe. Its colonies gave it a huge advantage on raw materials and to develop its industries. Moreover, France had a huge reserve of coal-mines in the North and East of France with cities very famous for this resource as Saint-Etienne, Arras or Lens. This resource was the main resource for the first industrial revolution and gave a huge competitive advantage to France.

French prosperity became a factor of jealousy for the Reich. Actually in 1913, the Reich had known the fastest growth over the past 25 years in comparison of British and French growth. The Reich wanted to expand its influence over the world but the run for colonies started without it and it was almost ended: France and Great-Britain had taken almost every countries and regions. This jealousy about the impossibility for the Reich to expand its influence combined with French revanchism about Alsace-Lorraine lost in 1871, troubles in Balkans, the rise of nationalism and the murderer of François-Ferdinand during summer 1914 led to the World War 1.

France won the World War 1 thanks to Great-Britain and United-States but wasted a lot of money and men who were the labour force in a four-year war and lost also a part of its industrial regions: the north and the East which were two industrial regions had been destroyed during WWI by German occupation. Winning the war gave at least opportunity to France to keep its colonies and its comparative advantage.

Nevertheless, the inter-war period had been difficult for France and a bad governance led hopelessly to World War 2. We all know the consequences of WWII and what were the results of this world war on the world. One good thing happened leading to WWII for Europe: desire for German and French to end with war and to build a united Europe.

France has a huge history and a heavy cultural heritage. As you have seen, France has been built by wars, conflicts and internal troubles. This past has made France a country with huge resources to develop its tourism. Today France knows how to exploit these huge cultural and historical heritages as comparative advantages to develop its economy. That is why France was in 2014 the most visited country in the world.

b. France: most visited country in the world

France has a lot of advantages which support French tourism: geographic situation very strategic in the middle of Western Europe, quality of its workforce, quality of its infrastructures and developed public services.

Tourism constitutes a major sector for French economy. The only industry “lodging and restauration” represents about 2.5% GDP. The interior touristic consumption is 7.4% French GDP which means €158.3 billion (an evolution by 1.9% regarding 2013). Tourism constitutes one of the first net export sectors: the surplus of “trips” was about €10.4 billion in 2013. France is occupying an important rank in the global tourism, actually it is the first destination in the world: 83.8 million tourists came in France in 2014. France is the third country in terms of receipts after United States and Spain; the amount of receipts was €43.2 billion. Even if France is the leader in the world, the competition is quite hard and that is why in 2012 France invested €134 billion in the market sector.

In France, 299,500 companies are part of the touristic industry which represents 986,400 full-time jobs (7.7% of full-time jobs in France). If you take into account the part-time jobs, 1,245,900 employees work for French tourism. Moreover, tourism is a huge advantage for French economy because it creates a lot of small companies which is very beneficial for an economy. Actually, this network of companies is made by very small companies: the average workforce is only 3.6 salaries by company. Furthermore, we consider that in France, tourism creates 1 million of indirect jobs (source: INSEE).

In 2012, revenues from international tourism reached €41.7 billion versus €30.4 billion of expenses. This difference represents a positive balance by €11.3 billion. When we know that French balance trade presented a deficit of €48 billion in 2014, we can affirm that tourism is an economic competitiveness. This surplus is more important than surplus of agribusiness sector (€7.5 billion).

Tourism is also a boosting sector for investments which is another competitive advantage. The touristic investment was in 2013 about €12.5 billion. This amount is equivalent to investments in Agriculture or Energy and 3.5 times bigger than investments in Automobile.

Graph 6: International tourist arrivals by country of destination

Rank in 1980	Rank in 2014	Destination	Arrivals in 2014 (in millions)	Change 2014/2013** (in %)
1	1	France	83.8	0.2
2	2	United States	74.8	6.8
3	3	Spain	65.0	7.1
18	4	China*	55.6	-0.1
4	5	Italy	48.6	1.8
52	6	Turkey	39.8	5.3
9	7	Germany	33.0	4.6
7	8	United Kingdom	32.6	5.0
nd	9	Russia	29.8	5.3
8	10	Mexico	29.3	21.5
Total world			1,133	4.2

Source: World Tourism Organisation

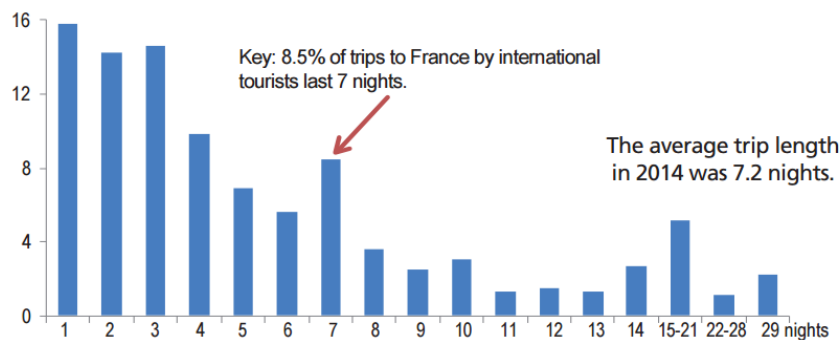
Graph 7: International tourism revenue by country of destination

Rank in 1980	Rank in 2014	Destination	Revenue in 2014 (p) (in billions of euros)	Change 2014/2013** (in %)
1	1	United States	133.4	2.5
4	2	Spain	49.1	4.2
2	3	France	43.2	1.5
34	4	China*	42.8	10.2
nd	5	Macao	38.2	-1.9
5	6	United Kingdom	34.5	6.2
3	7	Italy	34.3	3.7
6	8	Germany	32.6	4.9
27	9	Thailand	28.9	-2.7
19	10	Hong Kong	28.9	-1.5
		Total world	940	4.2

Source: World Tourism Organisation

We can see that France is the first country in the world with quite a huge advance on United States and Spain for the number of tourists coming in the country. Nevertheless, France is only the third country in terms of international tourism revenue. In fact, tourists stay in average only 7.2 days in France. Whereas they stay 8.3 days in Spain and 10.4 days in United States. This is how we can explain this huge difference between French revenues and United States. The objective given by the French secretary of tourism (Mathias Fekl) is to increase to 8 the number of overnight stays before 2020. In the appendix, we have more numbers and different graphs which explain the importance of France regarding the global tourism in the world.

Graph 8: Length of stay for international tourists



Source: DGE, Banque de France, EVE Survey

In terms of historical and cultural heritages, France is very well served. Actually, in the top fifteen most visited natural sites, monuments or museums visited in the world, there are five sites which are French. And in the top 5, three are French: Notre Dame de Paris (13.6 million visitors per year), Sacré Coeur de Montmartre (10.5 m/y), and Louvre museum (9.7 m /y). The two others sites present in the top fifteen are the Chateau de Versailles (7.3 m/y) and the Eiffel Tower (6.3 m/y). All these sites are historical or cultural heritages. These sites welcomed 47.4 million of tourists in 2013. We can affirm that cultural and historical heritages are factors of economic competitiveness for France. Indeed, it is only in Paris that you can find all these five monuments or sites. According to a study of 2013 from the Minister of Tourism, 80% of foreign tourists have in their motivations to come in France the Culture which is enormous and proves that France is a Cultural destination and cultural heritages are huge factors of economic competitiveness for France.

In 2010, France has 43,180 monuments allocated between 14,327 protected monuments and 28,813 registered as historical monuments. 3.7% of them are prehistorical monuments, 1.7% are ancient, 32.8% from the Middle Age, 45.4% from modern times and 16.4% from these days. So 83.6% French monuments are historical or cultural heritages. Moreover, France has 41 cultural sites registered in the UNESCO World Heritage (2013), 600 characterful cities of which 135 designated as “most beautiful villages of France” and more than 100 cities of Art and History.

In 2013, with 44,000 historical monuments of which 1,500 are open to public all the year, 4,000 museums, 41 sites registered in the UNESCO World Heritage, France owns the second European patrimony (just behind Italy). All these monuments are not properties of the French government; only 4% of them are. Actually 49% are private properties and 46% own to municipalities. In 2013, 62 million of visitors visited the 1,200 museums open all year long.

Paris and Ile-de-France are concentrating all the cultural monuments and visits. 25 out of 30 first visited cultural sites are located in Paris or Ile-de-France. In these monuments we have the Louvre museum, the Eiffel Tower, the Chateau de Versailles and a lot of museums: Pompidou centre, Orsay museum, Branly museum... So only five are out of Paris' region: the Chateau des Ducs de Bretagne, the very famous Mont Saint Michel, the Chateau

de Chambord, the palace of Popes in Avignon and the Chateau du Haut Koenigsbourg (in Alsace). These numbers prove the supremacy of Paris in France for tourism. Paris was the third most visited city in the world after London and Bangkok and welcomed more than 16 million of visitors in 2014.

Among the cultural locations, the religious sites rank clearly at the first position with more than 45 million annual visitors out of 135 million in the locations receiving more than 20,000 visitors a year. Just after we find the “castles and monuments of modern architecture” which receive more than 33 million visitors. The third rank is occupied by national galleries (painting, sculpture...) welcoming 18 million visitors. After we find remembrance places, historical museums and fortifications receiving 4.5 million visitors a year. Regarding the sites designated as “non-cultural”, the first rank is occupied by natural sites, caves and picturesque villages with 54 million of visitors. Theme parks welcome 41 million visitors whereas zoos and aquariums welcome 12 million visitors a year.

The cultural tourism in France is characterised by an important phenomenon of star system. Indeed, out of one thousand sites welcoming more than 20,000 visitors a year, hardly sixty (5%) exceed one million annual entrances but these sixty sites represent more than 50% total visitors. Whereas 400 out of 1,000 sites do not reach together 5% total visitors (study from Collardelle and Monferrand, 2011). These numbers prove the importance of potential reservoir of French culture which is not exploited nowadays and the possibility to create numerous jobs. These data show that only twenty sites in France are threatened by over-visitation and that the problem of French patrimony is essentially a problem of under-visitation.

France disposes also of numerous remembrance sites linked with world wars of the 20th century. The visit of these sites constitutes an important lever of attractiveness and economic vitality which complements the traditional touristic offer. To develop the remembrance tourism is a civic and educational issue in order to encourage the transmission of this patrimony to future generations. It is also a cultural and touristic issue in order to preserve witnesses of a period and to develop economic attractiveness of some unknown or far-away territories (Normandie, Ardennes...). Every year, these sites gather about 20

million visitors whose half are from foreign countries. In 2014, it was the 70th commemoration year of the invasion of Normandy and the beginning of the memorial cycle for the centenary of World War I. The remembrance sites have increased their visits by 42%. According to French Minister of Defence which compared visitation of 111 sites regarding 2013, these sites received 10 million visitors (increase by 42% in one year). In general, the 133 sites of the study have attracted more than 12 million visitors. For example, only in Normandy, the 28 principal remembrance sites have increased their attendance by 145% in 2014, from 2.3 million to 5.6 million visitors.

As another cultural heritages, we have in France a lot of festivals. Actually, in the philosophy of the French festivals nowadays, a lot want to recreate the atmosphere we could find in the exhibitions of the Middle Age. During these huge gatherings (some exhibitions gathered 75,000 persons) a lot of musicians came and played music for merchants. It was a good atmosphere where you met people, jammed with them or made business with them. Nowadays, this atmosphere of creating new relationships can be find in different festivals. The main objectives are to gather people and that they enjoy their trip.

In France, there were 1972 festivals in 2013 (data from SACEM) of which 1425 dedicated to music. A lot of new festivals have been created the last past years. The emergence of new music trends and a bigger demand contributed a lot to the development of festivals. In 2014, 2,709,200 spectators had been to festivals, which represented an increase by 23.6% regarding 2013. 51 festivals registered more than 15,000 spectators. Regarding 2012, the number of spectators increased by 32% (from 2,054,080 in 2012 to 2,709,200 in 2014).

The organisation of festivals is a way to create jobs, to stimulate economic activity of local companies or to develop tourism. Jazz in Marciac is the biggest festival in France with 250,000 spectators. This festival brings back €9 million to the township of Marciac (1,300 habitants all year long). Likewise, Jean-Marie Songy (director of festival of Aurillac) claims that “each euro invested in the festival brings back 4€ to the local economy”. The famous festival of Avignon generates economic benefits estimated to €23 million on the city. So it is all the region which is a beneficiary as the hotel industry. For example, in Aurillac,

the bars and restaurants realize 30 to 40% of their annual revenues during less than one week of the festival.

These festivals are cultural heritages and factors of economic competitiveness. Actually, in the 10 biggest festivals in France, 19% of the spectators are foreigners. And when we know how much can bring back a festival, we can conclude that festivals are factors of economic competitiveness in France.

Table1: Top ten biggest festivals and their economic benefits

Ranking	Name	City	Spectators	Economic Benefits
1	Jazz In Marciac	Marciac	250 000	9 000 000 €
2	Les Vieilles Charrues	Carhaix	208 000	4 300 000 €
3	Jazz à Vienne	Vienne	175 000	17 000 000 €
4	SoliDays	Paris	170 000	12 000 000 €
-	Printemps de Bourges	Bourges	170 000	8 500 000 €
5	Nuits de Fourvières	Lyon	157 000	4 000 000 €
6	Eurockéennes	Belfort	127 000	3 500 000 €
7	Francophilies	La Rochelle	120 000	5 000 000 €
8	Rock en Seine	Paris	118 000	6 400 000 €
9	Main Square Festival	Arras	105 000	2 300 000 €
10	Nuits Sonores	Lyon	103 000	1 600 000 €

Source: Own research

c. Exclusive Economic Zone of France: a historical heritage

France is a large country with a lot of natural resources and has also a very large exclusive economic zone. France is nowadays, thanks to its colonial history, the only country in the world to have maritime spaces and territories in four continents; there is only in Asia that France has not territories. These cultural heritages are nowadays huge economic advantages for French development and give to France an economic competitiveness.

In October 2015, France just increased its Exclusive Economic Zone in the world by 579,000 km². So now, French EEZ is about 11,710,400 km² and is the second biggest EEZ

in the world just behind United-States which have 12,234,400 km². With this expansion, France increased its EEZ by 5% which is a huge increase. “It must surely have a matter of sovereignty and independence, but the main issue is soil and subsurface resources exploitation”, Walter Roest, former person in charge upon Ifremer (French research institute for sea exploitation) of national program of continental shelf extension. This extension of the French territory is a bet for the future. Even if “exploiting under water is often ten times more expensive than exploiting on earth” Antoine Rabin (specialist in maritime economy), “almost all markets of maritime economy are growing” and it is now that we have to think about future exploitations and resources. Some countries have already started exploration campaign in some areas but none is actually able to extract resources as oil. French authorities estimate that it is better to search resources in its own area than in huge stretches hardly accessible and in international area. This is in this perspective for future exploitation than France wanders extensions of its EEZ to United Nations.

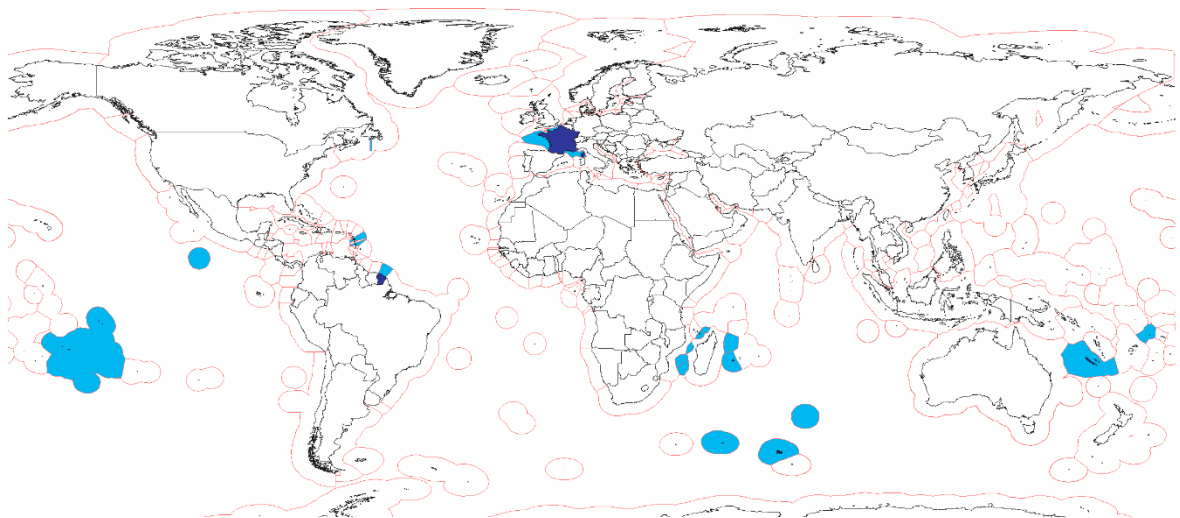
In 2010, the French maritime economy represented €51 billion of sales revenues (without taking into account tourism) and 300,000 full-time jobs. The value of the maritime production is close to 2.5% of the French GDP which represents about €57 billion and the active population working for the maritime sector represents 1.5% of the global French active population. On an indicative basis, the maritime sector employs more persons in France than the banking industry (203,900 persons) or the automobile industry (within equipment manufacturers, 207,000 persons). The maritime industry is superior in value of production to the aeronautical industry (€36 billion in 2009). The importance of the French EEZ is one of the reasons.

Actually, French shipping companies are very dynamic. On the website of the French ship-owners, the national maritime companies represent 110 companies and more than 1,400 ships of which 350 under the French flag with an average of 7 years old versus 16 years for the European average. There are few ships under the French flag because of the complications to be registered as a French ship. Nevertheless, the shipping companies employ 14,000 persons in the whole world, whose 10,000 only for France, and 15,500 sedentary workers. These shipping companies ensure every year the transportation of 305

million tonnes of freight and 12 million passengers. Last but not least, 72% French imports and exports in volume are completed by sea.

To conclude, we can affirm the Exclusive Economic Zone of France are totally historical heritages. Regarding the past of France, we understand that colonialization played a huge role in the acquisition of new lands which are nowadays still under French authorities. This important EEZ permits to France to have a wide access to many seas, continents and resources. Moreover, a lot of these territories are on global maritime roads: Caribbean islands, territories around Madagascar or even France which is circled by two principal maritime roads (Northern range and Mediterranean Sea). France has a wide historical heritages which is very favourable for French economic competitiveness.

Map 1: France's Exclusive Economic Zone



Source: French Ministry of Transports

2- Wine: a cultural aspect

The history of wine is closely linked to history of human civilisations. Desired and domesticated since Antiquity, wine has escorted the development of trade through different periods and step by steps vine has expanded its sites of production. Today all around the world we cultivate vine. The wine has been symbol of power, wealth and conviviality. The wine is the result of an eventful history.

The sources of the French viticulture come from the Greek colonization. France is one of the heirs of the Latin culture and so wine is totally part of its culture. The international of France being “the country of wine” is linked with the way how French culture invested itself in the elaboration of its wines. Nevertheless, the quality of wine is subjective, moreover Spain and Italy compete every year to be the most productive country; even if quantity is not a pledge for quality.

The campaign to have wine officially recognised as part of France’s “cultural and gastronomic” heritage has been long running and the cause taken up by senators from various departments. A previous effort to gain recognition was rejected in 2012.

This time however a campaign led by Senator Roland Corteau from the Aude department was accepted at a meeting of the National Assembly in January and then adopted by a commission for economic affairs.

Corteau said in his address: “Wine is a part of the 2,000 year old cultural and economic landscape of France. Passed down from generation to generation”. “It has greatly contributed to the renown of our country and particularly to its gastronomy around the world, shaping our countryside and creating the immovable and monumental heritage we know so well”. “Thanks to this amendment, we are now engaged in a real process for protecting wine and rehabilitating it in the face of the attacks of which it is the object.”

a. Wine: a historical heritage

In the antic civilizations of Middle East, the main drink was beer which was consumed daily because it was very easy to produce it. The elaboration of wine was more difficult and require

a know-how. The technology to produce wine has spread more slowly in the Greek world and in the Gallic world. Then, the Gallics consumed mead and especially beer before importing wine. Then they started exporting some and they became great winemakers during the Roman Empire. The first Greek colonies were in the south of France next to the seafront and developed first vineyards between the 7th and 6th century BC. Wine has been introduced in France by merchants from Etruscan cities at the end of the 7th century BC.

The Gallics drunk their wine pure: they did not put some water in wine which was assimilated to blood according Matthieu Poux, archaeologist. Then the Romans started spread the production and consumption of wine around territories of Gaul. The development of wine disappeared for a long time because only the Roman citizens were allowed to plant vines. Then the wine disappeared until the 1st century BC, around 125 BC. The Roman colonization at this time propagated the production of wine to the north along the valley of Rhône and to the west in the Languedoc. The mass importation of wine lasted until the 1st century BC. The wine was paid by roman currencies or bartered with slaves or cattle/cereals. The trade of wine was only made by sea because the roads were not sure and it was too long and too expensive. When the Gaul was conquered, the Gallic aristocracy developed the viticulture and began to export wine all around the Mediterranean. Wine was at this time an expensive product and reserved for the aristocracy; it was not true that all the people drunk wine contrary to the collective imaginary.

The Gallic wine started to compete the Italian wine so the emperor Domitian forbade the plantation of vineyards and ordered to eradicate 50% of Mediterranean vineyard. This ban was lifted only in 276 by an edict from Probus who “filled Gaul of vineyards” (Aurelius Victor) to win the Gallics’ favour against the threat of barbarian invasions. The region of Paris became a wine growing region and will be a long time one of the biggest wine growing regions. The Gallo-Romans developed viticulture and improved process of vinification by using oak barrels.

During the Middle Age, the wine growing French landscape knew a lot of modifications: in Normandy and Bretagne we pulled out vineyards to plant apple trees to produce cider. From the 4th century, Christianity developed the wine production; the

communion with bread and wine permitted to develop value of wine. Cathedrals and church owned a lot of vineyards and monasteries too, creating vineyards of very high quality still existing nowadays. The expansion of Christianity permitted the expansion of viticulture all around the world.

During the following centuries, the French vineyards took the form that we know it nowadays: in the region of Bordeaux dominated by England at the end of the 10th century the “clairet” was very famous and a lot were exported to England; in the early 12th century, the Champagne chart was decided and revolted the Champagne vineyard; in the region of Bergerac we discovered botrytisation and vineyards started producing Armagnac and Cognac; Paris and its region was the biggest productive region. During the 16th century, famines stroke France and in 1566 king Charles IX ordered to pull out vineyards to plant cereals. This edict was cancelled by Henri III some decades later.

Until the 17th century, wine was the only drink which was easy to keep and safe. It is with the development of beers, imports from colonies of tea, coffee and chocolate and the deployment of running water that wine lost its place of first consumed drink.

Napoleon III established the official classification of wines from Bordeaux of 1855. This classification is still valid with the fourth most famous chateaux: Laffite-Rothschild, Latour, Margaux, and Haut-Brion. The system of appellations was established in 1905.

The end of the 20th century revealed the international competition: the traditional exporter countries (Italy or France) which privilege regional wines whereas countries from the new world (United States, Argentina, Australia or South Africa) direct their wines as varietal wines (also called technological wines).

In 2015, Languedoc-Roussillon was still the first wine-growing region in France by its area and its volumes with one third of the total wine area in France and one third of the annual French production (13.5 million of hectolitres in 2013 which represented 5% of the world production).

b. Wine: a competitive advantage in French economy

France was the first producer of wine in the world in 2014 with 46.2 million of hectolitres, but lost its first place in 2015 against Italy (48.8M versus 46.5M for France). Wine production is a very good advantage for French economy. French wine exportations represented €7.9 billion in 2015 which represent 1.7 billion of bottles. France is the first wine exporter in the world. 30% of French wines are exported, 46% out of European Union and 54% in European Union. Nevertheless, France is the first market consuming 60% of wine produced in France. As the first producer and French consuming 60% of French wine, France consumes 12% of global consumption and is the second consumer after United States (13%). Wine is the second exportation sector in France after aeronautic and before chemistry/perfumery. To make a comparison with military sector, wine exportation is equivalent to 150 planes “Rafales” each year (in 2015, France sold 84 “Rafales” to have a scale and it was a top year).

A cultural product which reflects very well the importance of exportation in wine sector is the cognac. It is not wine strictly speaking but it comes from grapes and it is the same way cognac producers work grapevines. It is a liquor consumed everywhere in the world but not at all in France. 97% of cognac production is exported and French market represents barely 2% of global consumption. The biggest three importers are United States (51 million of bottles), Singapore (27.7 million of bottles) and China (20 million of bottles).

In fact, wine sector hires 558,000 persons directly and indirectly in France. There are about 760,000 hectares of wine in France which represents 10% of grapevine global surface (this is equivalent to 1,000,000 rugby fields). These hectares of grapevine represent only 3% of French agricultural surface but viticulture performs 15.4% of agricultural production value. 17 regions out of 22 produce wine.

This sector is a huge actor about French international reputation. Actually, when foreigners speak about France they always mention wine. Indeed, 1 tourist out of 8 comes in France to visit and discover wine or wine houses. Linked to this wine-tourism, 31 museums or sites dedicated to wine welcome more than one million of tourists by year in France.

French winemakers, and particularly those from Bordeaux, are called everywhere around the world where people want to make good wines: California, Argentina (Mendoza), South Africa, even China. French oenologists and winemakers are wandered to practise, transmit their expertise and to educate. French wine is an actor of French influence and powerful in the world. It is one of components of French economic competitiveness.

3- Other cultural aspects vectors of economic competitiveness

a. French language as a factor of competitiveness

The francophonie and the francophilie constitute for France and its francophone partners a major economic opportunity. Issues are immense. All the francophone countries represent 16% global GDP and these countries have an average growth by 7%. In the context of a policy encouraging the Francophonie engaged by the French president, everything must be implemented to reinforce the francophone community in the world supporting a common growth. The francophonie can be defined as all people on the planet who use French as native language, working language, administrative language and/or teaching language.

i. The context

The French language is nowadays the sixth language the most used in the world, after the mandarin (more than 1 billion speakers), the English, the Hindi, the Spanish and the Arab and before the Portuguese (between 178 and 240 million speakers). The French is the second most learned language after the English with about 120 million students learning it and 500,000 teachers. It is also the third most used language on Facebook and Wikipedia and one of the languages of the global economic life, in particular in the francophone area which represents 15% of the global wealth.

There are about 280 million French speakers. In 2050, there could be 770 million speakers whose 80% in Africa. It could happen only if these countries transmit the French to the new generations.

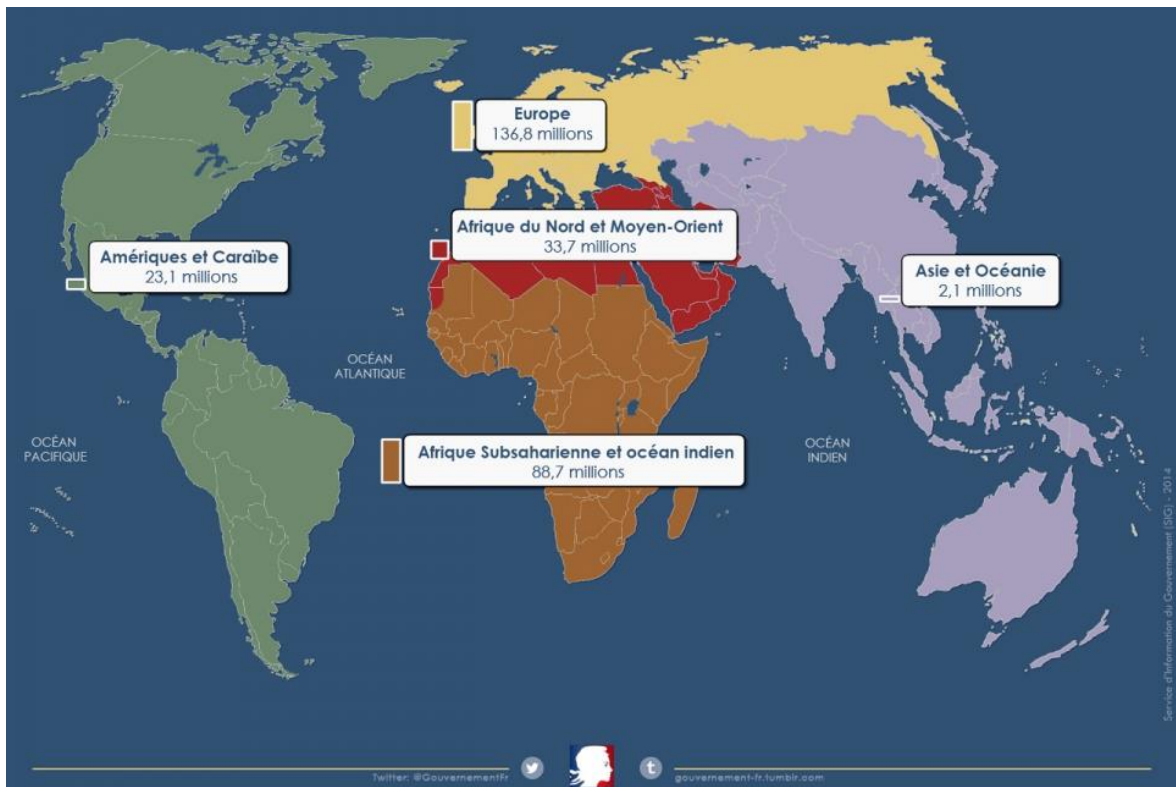
The Francophonie represents also a major economic aspect and is a factor of economic competitiveness: the francophone countries together gather 16% global GDP within a growth by 7%. The global competition in the world imposes to organise the linguistic solidarities. The countries which have the same language have the trend to increase substantially their trade of goods and services

ii. *A multilateral and bilateral policy to increase French competitiveness in the world*

In order to promote French and the francophonie, vectors of influence, the French diplomacy set up two policies which mobilise 500 expatriate agents and about €600 million:

- A bilateral policy in order to consolidate French out of our borders by actions of cooperation with local authorities, to develop the French in their educative system and a direct teaching activity driven by French cultural and educational networks.
- A multilateral policy in order to gather francophone countries in a policy community. France sustained the creation of the IOF (International Organisation for the Francophonie) in 1970. The IOF gather 77 member states and observers using French as reference language. This institutional francophonie contributes to peace, democracy, Human rights, promotion of French and cultural diversity and development of a shared and resistant prosperity.

Map 2: The francophone persons in the world (2014)



Source: French Ministry of foreign affairs

iii. Proposals to transform Francophonie as an economic asset for France

All the francophone countries represent 16% global GDP and a growth rate of 7% and about 14% global reserves of mineral and energetic resources whereas francophone persons represent only 4% global population. This is the observation of the Jacques Attali's report given back to the French president the 08/26/2014.

The trade exchange, induced by sharing French, between thirty francophone countries is at the origin of 6% wealth by capita in average for these countries and 0.2 points of employment rate. In 2050, there could be 770 million francophone persons. Then, the need in infrastructures could support the growth of these countries and the development of new technologies could accelerate their development.

Nevertheless, the number of francophone could decrease by the competition of other international languages, local languages and through the difficulties that some southern countries have to ensure the access to education. This decrease could cause a loss in market shares for French companies, a collapse of the continental law against the Anglophone law, and also a loss in attractiveness for French universities, culture and products.

In order to reinforce the francophonie and its major impact on French economy, the Jacques Attali's report suggests 53 proposals gathered in 7 axis:

- To increase the offer of French instruction in France and all around the world: to reinforce policies of integration by learning French for immigrated communities (proposal 1); to promote the creation of a group of French private schools (proposition 3); to attract non-francophone populations towards French learning, through French music or cinema (proposal 11); to structure online interactive formations for everyone in French (proposal 6); to help francophone African countries to offer to their population access to French instruction (proposal 8).
- To reinforce and spread French cultural area by building francophone cinemas in Africa with quotas of French movies by French companies (proposal 17).
- To target 7 key sectors in order to maximize growth of France and francophone countries: tourism, digital technologies, health, research and development, financial sector, infrastructures and mining sector (proposal 22 to 35). In particular, to entrust

the promotion of French products and tourism in France to French alliances and French institutes around the world (proposal 22).

- To improve the attractiveness capacity of French identity to export more French products and to conquest new Francophiles (proposal 36).
- To encourage the mobility and to structure networks of Francophiles and francophone influencers (proposal 37 to 46).
- To create a legal and normative French union: a customs official desk for Francophones could be created in airports of francophone countries to create a feeling of belonging to the community of francophone interests (proposal 51).
- To start a project of an economic francophone union as integrated as European Union (proposal 53).

To conclude, the Francophonie is a huge economic factor for France and France really tries to keep its influence on francophone countries which is very important. In fact, francophone countries are rich and represent a lot of resources as we can see in the table below.

Table 2: Total Gross National Income for countries of the Francophonie

Total Gross National Income for countries of the Francophonie				
Categories	Total GNI (\$ billion)	Share of global GNI	GNI PPA (\$ billion)	Share of global GNI PPA
Countries with French as official or co-official language	5 410.4	8.6%	4 703.6	6.2%
Countries members of the Francophonie	6 675.4	10.6%	6 984.6	9.2%
Countries members or observers of the Francophonie	8 920.1	14.2%	10 010	13.1%
Global value	62 959.5	100%	76 253.6	100%

Source: French Ministry of Foreign Affairs

b. French gastronomy

Tuesday 16th November 2010, an intergovernmental comity from UNESCO chose to register the French gourmet meal as a masterpiece of the Oral and Intangible Heritage of Humanity. It was the French president Nicolas Sarkozy who claimed in 2008 that France wanted its gastronomy registered at the UNESCO. He had declared that France could be flattered to have “the best gastronomy in the world”.

In November 2010, experts from UNESCO estimated that the gourmet meal of the French, with its rituals and its presentation, filled all the criteria to be part of the “list of masterpieces of the Oral and Intangible Heritage of Humanity”. The comity observed that the French gastronomy is a “customary social practice in order to celebrate the most important events in a life of individuals and groups”. “The French love to be together, to drink well, to eat well and to celebrate a good moment in this way. It is a part of our traditions and a living tradition”, declared the French ambassadress at UNESCO, Catherine Colonna, during her intervention.

23rd September 2011, the first event for French gastronomy took place. The launch of this event was in the continuity of the inscription of French gastronomy at the immaterial patrimony of UNESCO. The French gastronomy is a know-how participating into the cultural and economic influence of France.

The French cuisine is a “lighthouse” of international cooking, a reference in terms of excellence and rigour. The gastronomy is the meeting between a heritage and a know-how. It is the expression of a real creativity which is translated in alliances, assemblages or sublimations of flavours; this expression can only be perfect with a perfect agreement between wines and dishes.

Our cooks, bakers and oenologists are requested a lot in foreign countries where their expertise is very famous and is a good product for export; they contribute to the French cultural influence. Likewise, France is an important crossing point for foreign cooks who come to France to instruct themselves in our schools or with French cooks.

Hereafter its gastronomy, it is all the diversity of products and culinary specialities, a popular tradition of good food and good drink around a friendly table that France looks alike abroad.

More than a feeding practice, French gastronomy is an art. It is also a strong economic asset for France and a competitive issue because the gastronomy irrigates all the French economy. Its evaluation permits to France to increase its tourism, its agricultural activity and agribusiness, its expertise in terms of formations and its diplomatic soft power.

Politically, gastronomy became very quickly the French soft power, a competitive advantage that France has exploited since a long time. At the end of the 17th century, thinkers and politics as King Louis XIV used gastronomy to influence diplomatic negotiations. Talleyrand knew very well how to use it during the Congress of Vienna in 1814 in order to have the situation for him. Nowadays, a lot of big companies have their own gastronomic restaurant in order to receive their partners in good conditions. In France, a lot of trade negotiations are during a business lunch.

The famous baker Eric Kayser highlighted that the French representation in the world is inseparable from the bread but can also be linked to other French specialities as wine, cheese or French gastronomy in general.

The touristic impact of French gastronomy is obvious: the 82 million tourists which come every year in France are attracted by French historical heritage and French culinary heritage. As said the president of the Maison Adrouët, his cheese dairies are quoted in a lot of touristic guides and became an inescapable stop as the Louvre or the Eiffel Tower in Paris. This is why, the mayor of the 8th district of Paris is thinking in creating “a showcase of the French gastronomy” on the Champs-Élysées.

The gastronomic tourism is in a real boom in France with the tourism of wines (“oeno-tourism”) or agrotourism, following the trend that the consumer is searching eating experiences. This business is flourishing. Moreover, in a world where the consumer is searching reliability and landmarks because he/she is totally in lack of confidence in front of food sanitary crisis (the mad cow problem, the adulterated milk for babies in China ...), the French food benefits of the high quality image of the French gastronomy.

The impact of the sector for French economy is significant in terms of jobs and activity. Economically, except tourism, the agriculture and the food industry constitute the first industrial sector in France with €150 billion revenues and more than 400,000 employees. France is the fourth global exporter of agricultural products and in agribusiness with €47.2 billion sales abroad which represent 6% of market shares (2010). According to INSEE in 2010, the revenues of artisanal bakeries was €12 billion and revenues of butcheries was around €10 billion. In France, there are 158,000 cafes and restaurants which realise €35.2 billion revenues and employ more than 570,000 persons (which represent 72% firms, 50% revenues and 64% jobs of the touristic sector). The food service industry hires around 50,000 persons each year and form 40,000 apprentices.

Educationally, France developed a real expertise in formations for jobs linked to the gastronomy and hotels. Its hotel schools have been created in 1912 at Thonon. Moreover, cooking shows have been developed and have invaded TV programs, as MasterChef of which 16 countries have bought the concept since the launch in the nineties. The French cooking schools have a real potential regarding the foreign clients, fond of culinary holidays and of cooking lessons. A lot of starred chefs export their expertise in foreign prestigious restaurants.

With the gastronomy event, France bets on this sector which is able to increase French attractiveness in terms of tourism, economy and politics. Much more than a French cultural specificity, it is a business to develop.

Then it is this meeting between a heritage and traditions strongly rooted in French culture, a patrimony and a know-how internationally recognized that has emerged the project to register the culinary heritage as a masterpiece of the Oral and Intangible Heritage of Humanity.

VI/ RESULTS

Since few years, culture has been making a mini come-back in the front of the stage. Actually, the culture had been a bit abandoned. Economy and power were the only important targets of countries and governments. This phenomenon of abandon started after the Second World War because countries were in reconstruction and just after with the beginning of the Cold War, people did not care about culture, oppressed by the importance of the economic competitiveness in terms of industry and GDP. In the sixties and with the revolution against these politicians and policies, people “came back” to culture and decided to care about the differences between countries and people. Since the sixties, culture has started a process of “democratization” and accessibility to everyone. This phenomenon of democratization imposed to governments to care about their cultural and historical heritages and to develop policies to make these heritages factors of economic competitiveness.

These historical and cultural heritages are factors of economic competitiveness. As we demonstrated it, historical and cultural heritages impact countries in different forms. One of the most important cultural heritages is the national identity. National identity regarding different aspects (hierarchical distance, level of individualism, degree of masculinity, control of uncertainty and long term orientation) impacts until 50% productivity of a country, so the economic competitiveness of a country is linked to its national identity. Likewise, the language is a huge factor of economic competitiveness regarding the number of speakers in the world because speaking the same language increased your attractiveness against your competitors. Moreover, historical heritages as the geography of a country which ensues from wars and conquests are factors of economic competitiveness. If a country has a coastal, it can trade by sea and it is independent which is not the case of a landlocked country. But landlocked countries can convert into crossroads countries and become very competitive thanks to their geographical position.

Last but not least, tourism in the world is nowadays a question of culture and history. Today, 4 out of 10 tourists in the world are practising cultural tourism and this trend is increasing each year by 15%. Actually this type of tourism is searching cultural heritages. They want to discover as well a country for its landscapes, historical monuments and sites or its museums as the way of life, the spirit or the traditions of this country. These new

tourists are really taking into account the valorisation of the heritages and how governments deal with these heritages and if they manage that well. So cultural and historical heritages are sources of a new tourism which is a real economic competitiveness. In fact, tourism in the world brings US\$ 1,245 billion (euro 937 billion). So proportionally, cultural tourism brings US\$ 500 billion a year. This is a huge financial windfall that countries with cultural heritages cannot miss. Between countries with historical and cultural heritages, the competition is based on different factors: principal resources and attractions, upstream factors, management of the destination and factors of qualification. Nevertheless, it seems that the comparative advantage of destinations comes widely from resources of which destinations have already whereas the competitive advantage is based more on the management of resources.

Thus historical and cultural heritages are factors of economic competitiveness, however how to manage them is as important as having them.

France was a perfect example to study the cultural and historical heritages as factors of economic competitiveness. In fact, France has a rich history and an important culture which is shared with numerous countries. Actually, France is nowadays the sixth economy in the world partly because of its cultural heritages and strong history. During numerous centuries, France has built an important kingdom in Europe and also all around the world with its different colonies and territories under domination. Through the centuries, wars and conquests have shaped France and its actual looking was almost drawn in the 12th century. Wars and conquests have given to France a huge economic advantage through its emplacement and its geography. France is a coastal and crossroads country with a lot of outlets and so market opportunities. In Western Europe, France is occupying a central position, moreover, it has access to three seas: the Atlantic Ocean, the Mediterranean Sea and the Channel (access to the North Sea). So geography of France as a historical heritages is a huge economic advantage. Moreover, the French Exclusive Economic Zone is the second biggest in the world after the United States. This EEZ is a factor of economic competitiveness and is due to French colonization.

In another way, the French history still impacts French attractiveness with all the heritages it has given to France. All these heritages are exposed in the museums or through

the numerous sites and monuments registered at the UNESCO. France is the first touristic country in the world with more than 80 million visitors a year. These visitors come particularly for the French culture and all the monuments belonging to it: Louvre museum, Chateau de Versailles, Eiffel Tower... All these tourists come to enjoy French culture and history. Then for France, we can affirm that historical and cultural heritages are factors of economic competitiveness: the interior touristic consumption is 7.4% French GDP (€158.3 billion) and the surplus from tourism is about €10 billion.

Nevertheless, tourists come to France not only for its monuments and its history but also for some cultural specificities as the French gastronomy or the French wine. The gastronomy and the wine are two French specialities which are factors of economic competitiveness. Wine in France represents €7.9 billion exportations (2015) and is the second exportation sector. Wine is also a source of tourism, 1 out of 8 tourists are coming in France to visit or discover wine or wine houses. Likewise, gastronomy is also an important factor for French attractiveness. Actually, 54% tourists claim that gastronomy is one of the factors why they chose to come to France. The French gastronomy is also a factor of French influence around the world and increases by this way the French economic competitiveness.

As we have seen it with the French case study, historical and cultural heritages are factors of economic competitiveness. Nevertheless, inherited culture and history do not make everything. The management, the maintenance, the emphasis and the promotion of these heritages are as important as having them.

VII/ CONCLUSION

We can affirm now that cultural and historical heritages are factors of economic competitiveness. As I have demonstrated cultural and historical heritages are very important for attractiveness of a country and its competitiveness. Nevertheless it is fundamental to know how to manage these advantages and how to handle with.

What we can argue that it is very important to deal with these advantages that History gave to countries. Nevertheless, some countries do not deal at all with these advantages and it is the worst thing to do because they can be very useful and a huge source of revenues as we saw it with the French case study.

So it will be a good idea to study a bit the different policies that states chose to value their historical and cultural heritages. We should have a look on how policymakers and politicians deal with this economic competitiveness for the last years and if these policies which have been voted are efficient or not.

For example, in France churches, cathedrals and religious buildings are free and just lived with donations and charity. Whereas in some countries as in Czech Republic, we have to pay to get in the churches. I think these differences can be measured to understand how the cultural heritages impact nowadays the economy of tourism. In France, which is a historic Christian country, it is “normal” that entrance in churches are free of charge. In another way, in Great Britain, all museums are free whereas in France only few days per year museums are free. And this British policy is, I think, very important in order to improve its attractiveness regarding its historical and cultural heritages.

To conclude, I think the different policies set up by governments and politicians to improve attractiveness or economic competitiveness of their country are very important to understand how different countries deal with their historical and cultural heritages. So we could wonder what are the different actions and decisions taken by governments to improve their attractiveness and competitiveness regarding their historical and cultural heritages.

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IX/ APPENDIX

Key facts on tourism in France, Edition 2015

The cover features a red header with the French Republic logo and the Ministry of Economy and Industry logo. Below this is a collage of five black and white photographs: a grand hotel building, a group of cyclists on a path with a castle in the background, a family with luggage, a ski lift, and a restaurant interior. A red banner at the bottom of the collage reads 'ÉTUDES ÉCONOMIQUES'. The main title 'KEY FACTS on tourism' is in white on a teal background, with '2015 Edition' in red. The DGE logo and 'DIRECTION GÉNÉRALE DES ENTREPRISES' are at the bottom.

Liberté - Égalité - Fraternité
RÉPUBLIQUE FRANÇAISE

MINISTÈRE DE L'ÉCONOMIE
DE L'INDUSTRIE ET DU NUMÉRIQUE

ÉTUDES ÉCONOMIQUES

KEY FACTS
on tourism
2015 Edition

DGE
DIRECTION GÉNÉRALE
DES ENTREPRISES

Economic impact of tourism in France

Tourism consumption in France and its share of GDP

	2014 (p)	Change 2014/2013 (In %)
Domestic tourism consumption (In billions of euros at current prices)	158.3	1.9
French visitors	106.4	1.0
Foreign visitors	51.9	3.7
Proportion of domestic tourism consumption in GDP (In %)	7.4	
French visitors	5.0	
Foreign visitors	2.4	

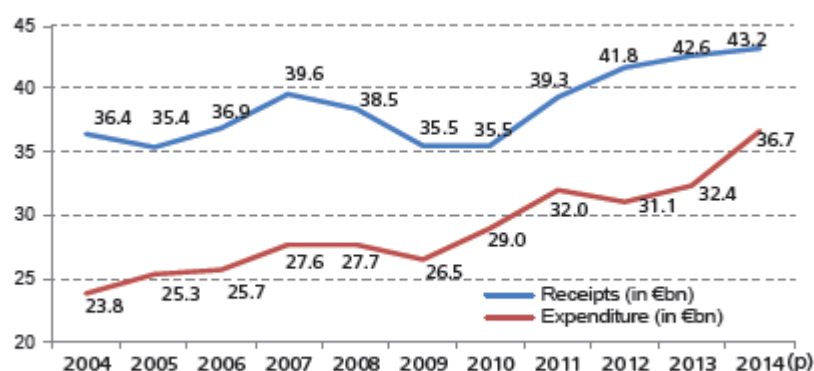
(p): Provisional.
Source: DGE, Tourism Satellite Account, base 2010.

Enterprises in tourism-related sectors in 2013

	Enterprises	Number of full-time- equivalent employees (In thousands)	Revenue before tax (In billions of euros)	Added value net of tax (In billions of euros)
Total tourism-related sectors	299,532	986.4	158.8	59.9
Proportion of total economy*	7.3 %	7.7 %	4.1 %	5.6 %
Accommodation	45,263	164.9	23.0	9.9
Catering	162,498	433.3	46.9	20.2
Cafés and bars	42,232	36.9	6.6	2.9
Transport	5,410	244.4	43.2	17.9
Travel agencies	8,122	34.2	13.7	1.9

* Non-agricultural commercial firms active as at 31 December excluding firms that have not yet completed their first financial year.
Source: Insee, Esane.

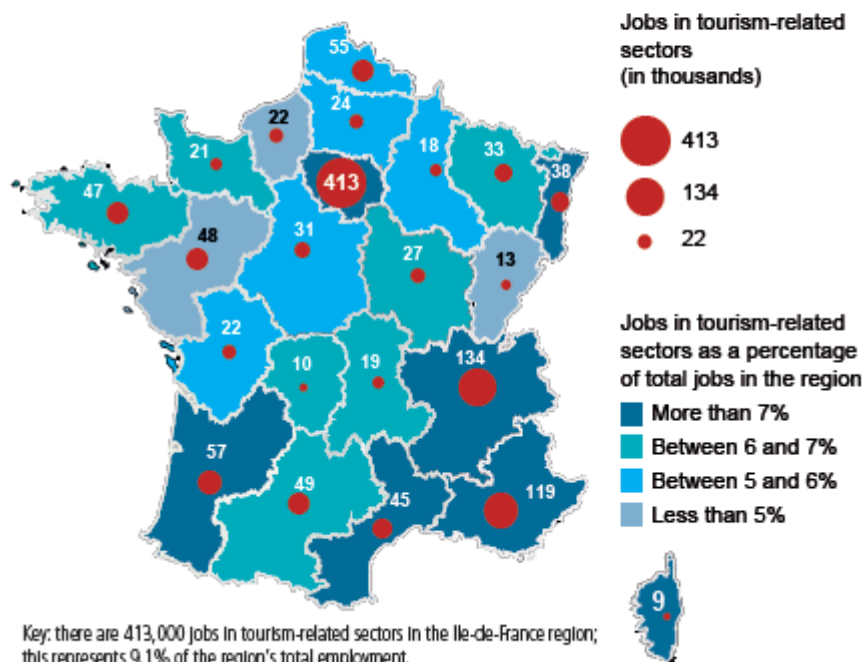
Foreign trade



(p): Provisional
Source: Banque de France - Balance of payments line Item: Travels.

Tourism-related sector employment and accommodation

Jobs in tourism-related sectors as of 1 January 2015



Commercial tourist accommodation in France as of 1 January 2015

	Number of establishments (in thousands)	Beds	
		In thousands	In %
Tourist hotels	18.1	1,283.6	24.2
Tourist residences	2.3	699.4	12.9
Campsites	7.9	2,668.1	49.3
Holiday villages and family homes	1.0	260.0	4.8
Youth hostels	0.3	31.3	0.6
Self-catering accommodations*	82.4	386.2	7.1
Bed and breakfast	31.7	63.5	1.1
Total commercial accommodation	143.8	5 392.1	100

* Estimation du total ancienne et nouvelle normes.

The sharp fall-off in the number of self-catering accommodations over the past two years is linked to the disappearance of the link between rating and certification. A «self-catering accommodation» rating is no longer a prerequisite for obtaining certification from Gîtes de France or Clévacances. As a result, certain self-catering accommodations are rated and not certified, while other are certified and not rated.

Sources: Insee, DGE, regional partners, FNGF, Clévacances France, Accueil paysan, Fleurs de soleil, RN2D - plateforme Class.

Personal tourism by French residents* in 2014

*Residents of metropolitan France aged 15 and over.

■ Departure rate (at least one night spent away from home)

	Departure rate (In %)	Average number of trips per traveller
Total trips	74.3	4.9
Short stays (1 to 3 nights)	50.8	3.6
Long stays (4 nights or more)	65.4	2.7
Metropolitan France	70.2	4.6
Stays abroad or In overseas France	25.9	1.7

Scope: travel for personal reasons by French residents aged 15 or older.
Source: DGE, SDT Survey.

■ Trips

	Trips (In millions)	Overnight stays (In millions)	Average length of stay (nights)
Total trips	205.9	1,190.0	5.8
Metropolitan France	181.0	957.0	5.3
Stays abroad or In overseas France	24.9	233.0	9.4
Short stays (1 to 3 nights)	105.6	196.3	1.9
Metropolitan France	100.2	184.5	1.8
Stays abroad or In overseas France	5.4	11.8	2.2
Long stays (4 nights or more)	100.3	993.7	9.9
Metropolitan France	80.8	772.5	9.6
Stays abroad or In overseas France	19.5	221.1	11.3

Scope: travel for personal reasons by French residents aged 15 or older.
Source: DGE, SDT Survey.

■ Tourism by type of reservation

	Metropolitan France	Stays abroad or In overseas France	Total
Reserved trips (In millions)	71.3	22.5	93.8
Travel agencies and tour operators* (In %)	7.8	39.5	15.4
Service providers** (In %)	61.6	44.6	57.6
Other reservation agencies*** (In %)	30.6	15.9	27.0
Reserved trips as a percentage of total trips (%)	39.4	90.3	45.6

* Including online travel agencies. ** Transport firm, hotel, etc.

*** Association, tourist office, works council, etc.

Scope: travel for personal reasons by French residents aged 15 or older.

Source: DGE, SDT Survey.

■ Tourism in metropolitan France by type of destination

	Breakdown by trips (In %)	Breakdown by nights (In %)	Average length of stay (nights)
Seashore destinations	22.2	30.9	7.4
Rural seashore	7.4	11.0	7.9
Urban seashore	14.8	19.9	7.1
Mountain destinations	20.3	22.4	5.8
Non-resorts	14.3	14.8	5.4
Resorts	6.0	7.6	6.7
Rural destinations	22.7	19.5	4.5
Urban destinations	31.2	23.1	3.9
Not reported	3.5	4.1	6.1
Metropolitan France	100	100	5.3

Scope: travel for personal reasons by French residents aged 15 or older.
Source: DGE, SDT Survey.

■ Tourism in metropolitan France by type of accommodation

	Breakdown by trips (In %)	Breakdown by nights (In %)	Average length of stay (nights)
Commercial accommodation	29.8	33.7	6.0
Hotels	9.9	5.5	2.9
Campsites	5.4	8.7	8.4
Rentals, self-catering, bed and breakfast	10.5	14.4	7.3
Non-commercial accommodation	70.2	66.3	5.0
of which Second home	9.5	16.7	9.3
Family	47.1	39.6	4.4
Friends	11.5	8.0	3.7
Metropolitan France	100	100	5.3

Scope: travel for personal reasons by French residents aged 15 or older.
Source: DGE, SDT Survey

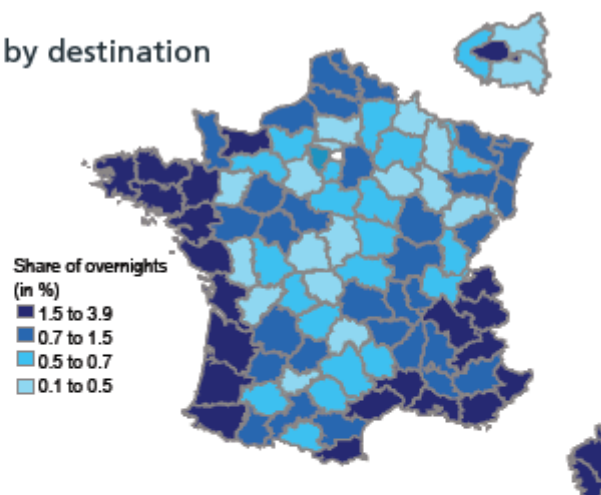
Trips to overseas France and abroad

	Trips (In millions)	Overnight stays (In millions)	Average length of stay (In overnights)
Europe	18.8	142.5	7.6
Spain	4.1	36.5	8.9
Italy	3.0	22.8	7.7
United Kingdom	1.8	11.5	6.4
Belgium, Luxembourg	1.8	7.1	3.8
Germany	1.4	7.2	5.0
The Americas	1.8	28.6	15.6
United States	0.9	12.6	14.8
Africa	2.2	26.2	12.0
Morocco	0.7	8.2	11.3
Tunisia	0.5	5.9	12.8
Asia, Oceania	1.4	22.8	16.4
Total trips abroad	24.2	220.0	9.1
Overseas France	0.7	12.5	16.9

Scope: travel for personal reasons by French residents aged 15 or older.

Source: DGE, SDT Survey.

Overnight stays by destination département



Scope: travel for personal reasons by French residents aged 15 or older.

Source: DGE, SDT Survey.

Same-day visits*

	Number of trips (In millions)
Total trips	43.4
Metropolitan France	40.4
Stays abroad or In overseas France	2.9

* Trips taken in the same day more than 100km from home.

Scope: travel for personal reasons by French residents aged 15 or older.

Source: DGE, SDT Survey.

International tourism in France in 2014

Arrivals, overnight stays and revenue, by continent

Continent of residence	Tourist arrivals (In millions)	Tourist overnight stays (In millions)	Same-day visitors (In millions)	Receipts* (In billions of euros)
Europe	68.4	455.5	116.8	33.3
EU (28)	60.7	410.2	91.3	28.3
Euro area (18)	46.2	308.5	85.0	22.1
The Americas	6.6	57.6	2.7	4.8
Asia, Oceania	6.3	51.2	1.6	3.4
Africa	2.4	34.7	0.9	1.7
Total international visitors	83.8**	599.0	122.1	43.2

*Tourists and same-day visitors. **Figures for 2013 have been adjusted to 83.6 million international tourists to France.
Source: DGE, Banque de France, EVE survey.

Arrivals, overnight stays and revenue, by principal nationalities

Country of residence	Tourist arrivals (In millions)	Tourist overnight stays (In millions)	Same-day visitors (In millions)	Receipts* (In billions of euros)
Germany	12.7	86.4	24.5	6.8
United Kingdom	11.8	79.7	5.1	4.7
Belgium, Luxembourg	10.7	65.9	35.1	5.7
Italy	7.5	42.7	10.7	3.0
Switzerland	6.2	33.6	25.0	3.8
Spain	6.1	34.7	10.7	2.5
Netherlands	5.5	43.6	2.9	2.6
United States	3.2	27.6	1.4	2.4
China	1.7	10.8	0.4	0.8
Australia	1.3	9.2	0.1	0.8

*Receipts (tourists and same-day visitors).
Source: DGE, Banque de France, EVE survey.

Length of stay for international tourists



Source: DGE, Banque de France, EVE survey.

World tourism in 2014

International tourist arrivals by country of destination

Rank In 1980	Rank In 2014	Destination	Arrivals in 2014 (in millions)	Change 2014/2013** (in %)
1	1	France	83.8	0.2
2	2	United States	74.8	6.8
3	3	Spain	65.0	7.1
18	4	China*	55.6	-0.1
4	5	Italy	48.6	1.8
52	6	Turkey	39.8	5.3
9	7	Germany	33.0	4.6
7	8	United Kingdom	32.6	5.0
nd	9	Russia	29.8	5.3
8	10	Mexico	29.3	21.5
Total world			1,133	4.2

Source: World Tourism Organization.

International tourism revenue by country of destination

Rank In 1980	Rank In 2014	Destination	Revenue in 2014 (p) (in billions of euros)	Change 2014/2013** (in %)
1	1	United States	133.4	2.5
4	2	Spain	49.1	4.2
2	3	France	43.2	1.5
34	4	China*	42.8	10.2
nd	5	Macao	38.2	-1.9
5	6	United Kingdom	34.5	6.2
3	7	Italy	34.3	3.7
6	8	Germany	32.6	4.9
27	9	Thailand	28.9	-2.7
19	10	Hong Kong	28.9	-1.5
Total world			940	4.2

*Excluding Hong Kong and Macao.

(p): Provisional.

** Expressed in local currency at current prices (in USD for China)

nd: Not determined.

Source: World Tourism Organization.

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