

Examine the development of one of the following, with reference to a developed economy that you have studied:

Footloose industry

Financial services

Mass tourism

In this answer I am going to discuss the factors that have influenced the development of mass tourism in France.

Tourism is very important to the economy of France, employing about 1.8 million people. Mass tourism is evident in France with 90 million tourists expected to visit France this year (2018), making it one of the most visited countries in Europe. In 2016 tourism contributed 200 Billion euro to GDP. France began to experience mass tourism in the 1960s. Package holidays to France became popular around this time with cheaper flights and paid holidays from work becoming more common.

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France offers a variety of natural attractions for tourists including scenic coastlines, mountains such as the Alps and the Pyrenees, and some of the most beautiful rivers in Europe such as the Seine and the Loire. France also has a unique climate, which attract a wide range of tourists. In the west, the influence of the sea creates a maritime climate where summers are cool (16°C) and winters are mild (5°C). This maritime climate attracts tourists seeking a more active holiday. The south of the country experiences a Mediterranean climate with long, hot, dry summers and plenty of sunshine. Along with this, the cuisine of France has been heavily influenced by the physical characteristics of the region. The eastern coast between St Tropez and the Italian border is known as the Côte d'Azur or the French Riviera. In famous resorts such as St Tropez and Nice the favourable climate has led to the development of a year round tourist industry. Alongside this tourist infrastructure and resorts were developed to cater for large tourist numbers through companies such as Eurocamp and Campotel. France also has a variety of cultural attractions for tourists. The city of Paris attracts up to 30 million tourists annually and offers a wide variety of tourist attractions including the Eiffel Tower, the Louvre and Notre Dame. Paris is also renowned as a city of high fashion. Disneyland, which opened in 1992, has contributed greatly to the tourism industry of Paris. The sporting heritage (Tour De France - cycling, Rugby and Soccer) also attract tourists throughout the year to events.

The French Government recognised the importance of mass tourism to the French economy and has invested heavily in this sector. This is evident in the case of the Alps. The government started to promote the Alps as a region for winter sports tourism in the 1960s and invested in purpose built resorts built above the tree line to ensure a longer season, e.g. Chamonix. This region is now one of the most attractive regions in Europe for skiers, catering for a wide variety of tourists. The public and private sector in France also invested in the development of marinas in coastal areas, further enhancing the attractiveness of these areas for tourists. The success of tourism in France can be attributed to the great diversity of tourism and major development initiatives taken by the French government to promote this sector of the economy.