

## **The French Cultural Tourism: Exploring the Harmonious Coexistence of Tradition and Modernization**

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### **Abstract**

Cultural tourism has become the doctrine of tourism development in many countries. Various local commodities have been transformed into tourist attractions to satisfy the curiosity of tourists. Unfortunately, cultural tourism in many destinations tends to be exclusive, where its activities focus on presenting artificial cultural attractions that are packaged for tourists. This article describes the best practice of how France has succeeded in developing a culture-based tourism sector amidst the demands of modernization and industrialization. Through a qualitative descriptive approach, data and information were collected from observation, literacy studies, and interviews. The authors conducted a thematic analysis to portray a culture-based French tourism model. The analysis results conclude that French tourism is firmly supported by a wealth of culture and traditions that have long been rooted in people's lives.

Keywords: Cultural tourism; Tourism in France; Tourism management

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### **A. INTRODUCTION**

Cultural tourism is a type of tourism that continues to expand and has become the foundation for many countries' tourism industries. Cultural tourism is an option for many reasons, including for expanding the economic opportunity from tourist visits (Zadel & Bogdan, 2013), the advantage of strengthening identity and preservation of local culture (Hayat et al., 2021), and its role in stimulating creative industries (Richards, 2021). Moreover, culture and creative industries are increasingly regarded as a tool to promote destinations and enhance their competitiveness and attractiveness (OECD, 2009).

France is a country with a long history to have successfully managed its cultural heritage. Since the Grand Tour era in the 17<sup>th</sup> and 18<sup>th</sup> centuries, France has been a popular destination for British nobility seeking to study art, culture, and the roots of European civilization (Gross, 2008). In 1931 during the European colonial era, France hosted the l'Exposition Colonial de Paris. Although the exposition displaying the architectural architecture of the Dutch East Indies (currently Indonesia) invited pros and cons from various parties, we can observe that France is particularly interested in art, traditions, and world culture (Prabawa & Winaja, 2018). Similarly, during the German occupation of France from 1941 to 1945, Hitler and the German people admired French culture and architecture (Torrie, 2011).

It seems that the wealth of cultural heritages (e.g., art, historical buildings, urban architecture, gastronomy, and fashion) plays a critical role in the competitiveness of their tourist attractions. With this country's success in managing its cultural heritage, it is no surprise that Paris-France is where UNESCO's headquarters are. In other words, France has struck a balance between preserving tradition and culture and modernization demands. The criteria for a country's success in technological advancement and modernity do not appear to be a paradox for the French people to

let go of their cultural roots. The harmony between modernization and tradition allows both to coexist in their respective places and spaces.

The booming industrialization of tourism after the industrial revolution in the 17<sup>th</sup> century became an essential momentum for France where "product availability" (supply) and "market demand" (demand) met. The existence of these attractions became downstream tourism attractiveness based on cultural products that have been successfully carried out for centuries. As a downstream cultural product that France has, tourism enters to provide added value from the existence of culture in the form of architecture, cultural heritage sites, historical objects, gastronomy, and haute couture to the processing of the wine industry.

In 2018, France received 89.4 million visitors. The tourism industry is a critical sector of the French economy. Tourism accounts for 8% of the total GDP in France, receiving 56.2 billion euros and directly or indirectly supporting 2 million jobs (France Diplomacy, 2020). According to the report, the most popular tourist activities in France are as follows: 49% of tourists visit cultural sites, 33% go shopping, 31% enjoy gastronomy and wine, and 9% are interested in sports. With France's success in packing tourist attractions, it is no surprise that this country is always the most visited in the world.

Numerous nations have adopted cultural tourism as their primary strategy for tourism development. Many nations have succeeded in maximizing their local capabilities, but not a few numbers are still struggling. A hypothesis arises about why many countries have not yet performed best in packaging their cultural tourism. Does it influence by a lack of appreciation for the rich cultural heritage of their ancestors? Poor management of both material and non-material culture? Or misunderstandings of the essence of cultural tourism? As a result, this research aims to examine the downstream model of culture-based French tourism products. Using a qualitative method, observational data collection, literacy studies, and interviews would present an authentic portrayal of how cultural tourism in France was genuinely developed from a domain that has been rooted for centuries.

## **B. RESEARCH METHODOLOGY**

The approach adopted in this study is a qualitative descriptive method. The purpose of this method is to describe a phenomenon and its characteristics (Nassaji, 2015). This article's research subjects are Indonesian students currently studying in France, the Indonesian diaspora in France, and French citizens. Primary data collection was carried out through direct interviews and telephone interviews. There were fifteen informants with a data collection period of two months (February – March 2021). Informants' names in this article are pseudonyms to ensure ethics and confidentiality. A pseudonym is a fictional name that provides anonymity to a person, group, or place (Given, 2008).

Meanwhile, the objects in this article focus on describing the characteristics of culture-based French tourism. Determining the characteristics of informants is based on the reason that Indonesian students, Indonesian diaspora, and French citizens are considered first-hand sources in exploring the aims of this article. Meanwhile, to increase the accuracy of the discussion, the author also collected data and information from various secondary sources from public and private websites such as websites of government organizations, agencies, and private companies.

Data analysis begins with arranging data sequences, organizing them into a pattern, category, and a basic description so that themes can be found and working hypotheses can be formulated as shown by the data (Moleong, 2002; Nasution, 2011). The stages of data analysis adopt an interactive

analysis model, which is carried out through four stages: data collection, data reduction, data presentation, and conclusion (Miles et al., 2014).

### C. RESULT & DISCUSSION

The authors developed an analysis divided into seven discussion results from the observations, literacy studies, and interviews with informants. The seven discussions explain the tourism product downstream model with its various interrelationships. The first discussion talks about stimulus in introducing and strengthening the existence of local culture (see Figure 1). The following discussions (points 2 - 7) investigate tourism activities which are the downstream management of French culture. The authors found that the basis of French tourist attraction stems from the robust management of culture derived from well-managed upstream industries (e.g., cultural heritage & its objects, fashion industry, architecture & landscape, farm industry, gastronomy, and education). These fields above are France's main base in developing the tourism sector as an industry that provides added value with various linkages between existing industrial sub-sectors (see Figure 2).



**Figure 1. Stages of French Culture Introduction Approach**

Source: Authors, 2022

### The Existence and Influence of French Culture: The Strong Roots of Appreciating Local Wisdom

Cultural research remains an intriguing topic in social studies. Many experts defined and debated the concept of culture. Between 1920 and 1950, there were at least 157 expert-defined definitions of culture (Kroeber & Kluckhohn, 1952). The discussion resulted in various changes in determining content, ranging from culture to relationships to society and civilization (Johnson, 2013). Culture can be defined in a variety of ways, but simply put, culture is the glue that connects different individuals to form communal identities (Carlström & Ekman, 2012), or culture can be defined as a way of life that includes the arts, beliefs, and institutions of a population that is passed down from generation to generation (Thompson, 2014).

France has a rich material and non-material cultural heritage, for instance related to art, tradition, fashion, food, language, architecture, etc. French culture is one of the most influential in the world, not just as a heritage (Zimmermann & Gordon, 2022). In relation to the purpose of this article, French culture seems to play a critical role in developing cultural tourism activities. One issue that arises is how this culture sustains in the face of modernization, liberalism, and capitalism. The existence of an education system that allows respect for local wisdom could become the answer to this question. According to R.1, a father of an elementary school student in France claimed that French culture began at a young age, introducing interesting reading materials such as comic books that provide historical insight into French to children. As stated by him that:

*"Children's songs also mention a lot of places, works of art, such as the song en passant par la Lorraine, a story about a place and a traditional French wooden shoe... so children know what place and art are there" (R.1, interview, March 2021).*

In addition, R.2, a French resident and kindergarten teacher, explained the process of introducing culture through materials such as cultural sites, nature, and historical objects is also important.

*"My child goes to museums and schools on a regular basis... sometimes I volunteer... sometimes we go to chateaux, nature... although it appears that children don't really understand the content of the stories" (R.2, interview, March 2021).*

In line with the opinion of the two French citizens above, D.1, an Indonesian diaspora, recalled her son's school activities, regularly visiting cultural and natural sites.

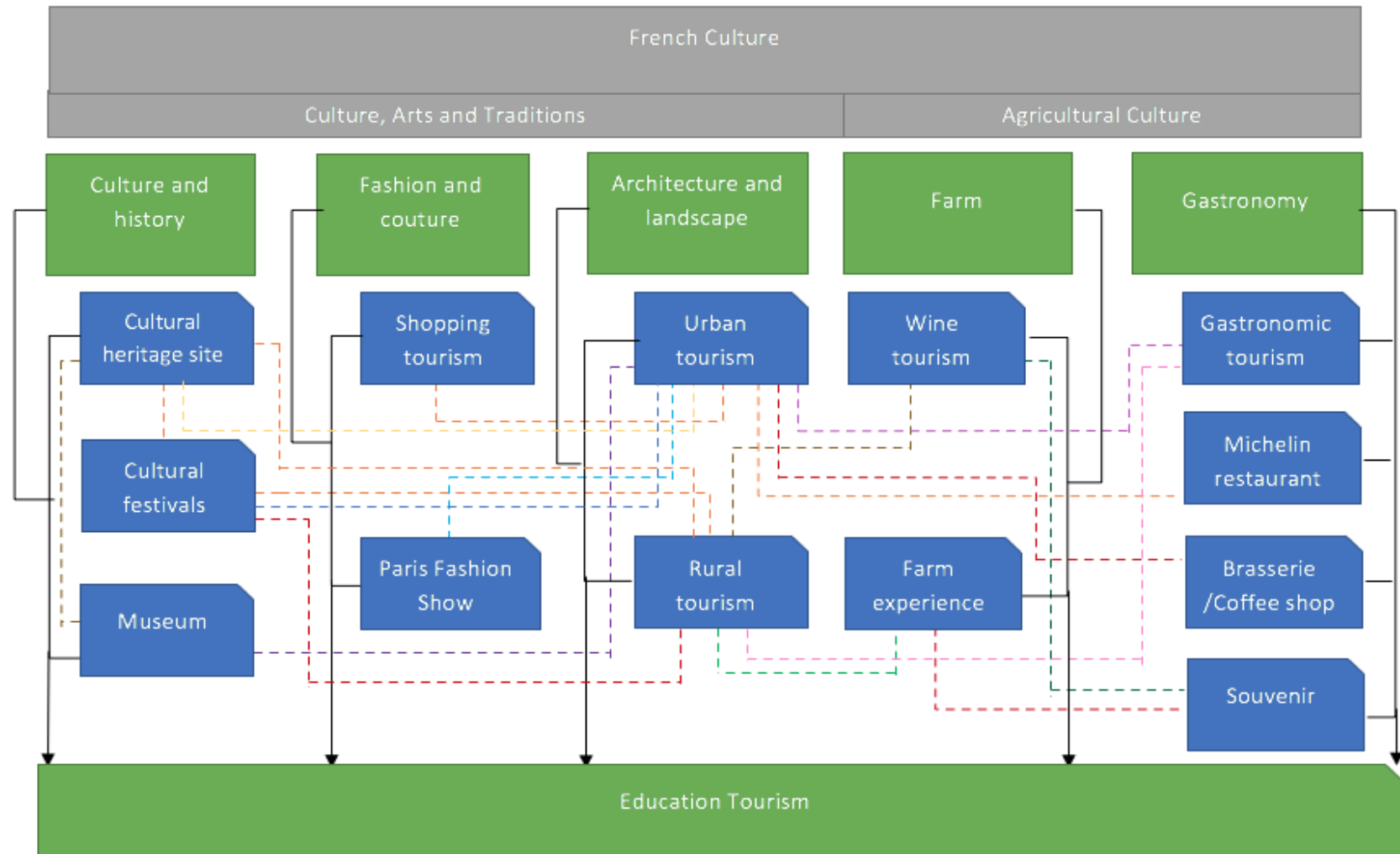
*"There is also a cultural day or journee de patrimoine every year where we can enter the cultural site area for free... of course, if we have known our culture from a young age, children will automatically understand cultural identity strongly" (direct interview, March 2021).*

The explanations provided by the interviewees above explicitly demonstrate how institutional and social initiatives collaborate in order to convey French culture to children as early as possible. This explanation indicates that the French people have been introduced to their national identity from an early age through the introduction of literacy, which includes objects of cultural wealth and planned visits to cultural sites, so that they can gradually appreciate, understand, and be proud of the roots of their culture. Seemingly, cultural tourism will not develop unless people value their local wisdom and culture. Meanwhile, the diagram below (figure 2) depicts the various derivatives of tourism activities, a downstream form of the upstream industry rooted in France's success in managing its culture. The abundance of culture-based upstream industries, such as cultural heritage sites, historical objects, lifestyle, gastronomy, and agriculture, combined with systems and policies that support the success of producing a collaborative sector providing new values, namely tourism. The model below shows how these cultural tourism products are interconnected, sustain, and support one another.

### **Tourism based on Culture, Tradition and History**

From the standpoint of scientific literacy, cultural tourism is a tourism activity that allows visitors to become involved in a place or to broaden local cultural insights by visiting historical buildings and other cultural heritage. Uday (2021) defined cultural tourism as a commercial manifestation of the human desire to see how other people live. This activity is based on tourists' desire to see how other people live in their 'native' environment and the physical manifestations of their lives as expressed in arts and crafts, music, literature, dance, food and drink, games, crafts, language, and rituals.

France is one of the countries that has been successful in growing its cultural tourism sector. The growth of French cultural tourism cannot be separated from a solid foundation of cultural management. There are at least three tourism activities that have resulted from the successful management of this culture: 1) cultural heritage tourism; 2) cultural festivals; and 3) museums. France is one of the countries with the most cultural heritage sites in the world.



**Figure 2. The Downstream Model of French Culture Becomes a Tourist Attraction**

Source: Authors, 2022

Some of them, such as the Palace of Versailles (15 million visits per year), Mont Saint-Michel (2.5 million per year), Cathedrale Notre-Dame (12-14 million per year), Eiffel Tower (7 million per year) (UNESCO, 2021). M.1 told how the management of heritage sites makes them very accessible to students. Historical objects such as churches and museums are the main attraction for tourists visiting France.

*“As much as I really like to visit the chateaux (palace of the nobles), old churches (there are also) built in the 4th century. There are some chateaux that are paid, but some are free, but for churches, it is almost free on average ... moreover, I still hold a student card, so there are lots of deductions” (M.1, student, interview, February 2021).*

In addition to cultural heritage sites, France has 1220 museums (French Ministry of Culture, 2020). One of them is the Louvre Museum, which is also the most visited museum in the world, with 9 million tourists visiting each year.

*“It is the same with Indonesian historical objects in museums in the Netherlands... there are lots of historical objects on display in museums in France... not all objects come from France like the Mona Lisa painting on display in the Louvre Museum... from this painting alone millions of people come every year to see” (M.2, student, telephone interview, March 2021)*

From the explanations of the two students, we can underline that it cannot be denied that historical objects, both in the form of cultural heritage sites and historical objects stored in museums, attract tourists. Cultural tourism activities are indeed the main activities of tourists visiting France. At least almost 50% of international tourists from Europe and outside Europe prefer visiting cultural heritage sites during their visits (DGE, 2019). In addition to cultural activities that physically display cultural heritage, cultural festivals are an essential stimulus for tourist trips. For example, the Interceltique de Lorient Festival is one of France's most significant cultural festivals. This event brings together the descendants of cross-country Celtic nations. Every year this festival brings in around 750 thousand visitors and spectators.

*“I married a French citizen of Celtic descent in the Brittany area ... the joy of this festival (Interceltique de Lorient) was extraordinary, apart from typical Celtic music and dance we could also see and enjoy culinary tourism... when I was there, the visitors were not only French but from various countries with many Celtic ancestry such as Ireland, Scotland, Wales” (D.2, Indonesian diaspora, interview” (D.2, Indonesian diaspora, direct interview, February 2021)*

The description of one of the Indonesian diasporas above reinforces previous research results those festivals are an important trigger in stimulating visitor arrivals to an area (Dychkovskyy & Ivanov, 2020; Uguz & Gacnik, 2016). The explanations of these three informants can show how the management of heritage sites, museums with historical objects, and cultural festivals become important sites in attracting people to enjoy cultural tourism in France.

### **The Fashion Industry: Traces of French Creativity History**

Fashion tourism is a phenomenon where people do and stay in a destination out of the ordinary and the environment to enjoy the experience and enjoying fashion. The phenomenon of

fashion tourism is also often referred to by other terms such as fashion travel, shopping tourism, or others to see and shop for things related to fashion (Montazer & Zare Bidoki, 2017).

Svendsen (2005) explained that fashion has been an integral part of French culture since the 15<sup>th</sup> century and has been growing since the 18<sup>th</sup> century. The existence of the fashion industry since the 15<sup>th</sup> century has undeniably created a tourism product known as fashion tourism in France. Until now, the French fashion industry is still one of the world's fashion industry benchmarks. This industry generates 150 billion euros annually, contributing 2.7% to France's GDP. Apart from being an industry that has succeeded in boosting the image of famous French brands, as well as opening up vast employment opportunities, the French fashion industry also generates 1.2 billion euros from the Paris Fashion Week exhibition, where designers from all over the world including Indonesia participate in this event.

Fashion tourism is a limited market (niche market) categorized into three sectors: creative tourism, cultural tourism, and shopping tourism (Siaga, 2018). In addition to activities that emphasize shopping tourism, the ecosystem of the French fashion industry has also succeeded in creating its market, namely the Paris Fashion Show. From the author's observation, fashion tourism in France can be categorized into two groups; 1) those who come to France to shop for branded fashionable clothes; 2) those / groups who come to France to participate in the Paris Fashion Show.

Fashion outlets in France have proven successful in increasing their attractiveness in tourist destinations. As an example, the existence of La Vallee Village can also be seen as a notable success in efforts to work on the fashion tourism market. La Vallee Village is a premium brand shopping destination located next to Disneyland Paris, France's most visited amusement park. M.3 Indonesian students conveyed her point of views.

*"The existence of the la valle village near Disneyland Paris is an extraordinary combination ... imagine millions of people come to Disneyland every year and they are lured into shopping for branded clothes at lower prices in that village ..."* (M.3, student, direct interview February 2021)

Apart from La Valle Village, known as a premium outlet village, the combination of fashion outlets in urban areas or tourist areas brings charm to stimulate people to visit an area. M.4 other Indonesian students see that fashion outlets can stimulate people to a location.

*"Especially in Paris, many cities are attractive because of the many premium outlets such as St. German de Pres, Champe Elise area...especially during sales season, these areas will be full of visitors to buy fashion items at lower prices..."* (M.4, student, direct interview March 2021)

Meanwhile, fashion tourism activities in the form of no less important events are Paris Fashion Week. This annual fashion event is quoted (Hendriksz, 2017) as able to bring in 30,000 visitors, total revenue of 64.5 million euros, city revenue of 11.5 million euros, business revenue of 53 million euros, venue revenue of 10 million euros, restaurant revenue of 18.5 million euros, retail revenue was 25.5 million euros, accommodation revenue was 10.5 million euros, and the average visitor expenditure was 1.823 euros.

### **Urban and Rural Tourism: Space to Enjoy Local Architecture and Natural Beauty**

In contrast to tourist destinations in developing countries that tend to concentrate their development around natural sites, France has a very high dependence on tourism in urban areas. Generally, most metropolitan cities become tourist destinations because of their tourist facilities

and good infrastructure (Hanafiah et al., 2021). The attributes of urban tourism include the availability of natural and man-made attractions and services for tourism support facilities (Bellini N. & Pasquinelli, 2017).

According to UNWTO (2020b), urban tourism is activities in urban spaces that provide cultural, architectural, technological, social, and natural experiences and products for recreational and business activities. However, Vlès et al. (2014) explained that urban tourism is essentially short-term and has increasingly become a major attraction in tourism demand in France since the mid-1980s. French cities such as Paris, Nice, Bordeaux, Toulouse, and Lyon are becoming the leading destinations for urban tourism. This tourism model is less seasonal and mostly short-stay destinations where half of the stays are outside school holidays, and most are on long weekends (2/3 of stays lasting less than four nights).

*"If I could say, the cities in France are a gathering place for various tourist attractions.... when visiting a city like (like) Paris, we can enjoy various things from the beauty of the city's architecture while enjoying food and drinks at a coffee shop or while walking in an area of the city that is indeed very old"* (M.5, student, interview March 2021)

*"My favorite place is the area near Saint Michel which is next to the Seine River, old bookstores like Shakespeare ... especially if we travel with native people, so we can know the history of buildings and quarters (administrative divisions of the city) such as coffee shops Les Deux Magots and Le Café de Flore which is where French artists and thinkers gather"* (M.6, student, telephone interview, February 2021)

The informant's description above emphasizes that French urban tourism, especially cities like Paris, can be said to be a melting point of various tourism attributes that offer various attractions such as the beauty of city architecture, supported by the beauty of natural landscapes, the many cultural heritage sites & museums and several buildings such as restaurants, coffee shops and bookstores that have a fascinating history.

Apart from urban tourism, France is also famous for its rural tourism sector, thanks to its long history of agriculture. The rural area, which covers 80% of France's land, accounts for only 23% of the population, with a density of fewer than 20 people per square meter. Rural areas concentrate 32% of tourism demand in France for 20% of tourism receipts. This tourism is essentially non-commercial (78% of visitors will stay with friends and relatives or in a second home). D.2, an Indonesian diaspora in France who has lived for about eleven years shared her experience.

*"During my life here (France), my family and I regularly vacationed in rural areas in the summer ... we usually rent gites (such as homestays/semi-commercial accommodations) to stay one week ... more activities in nature, gathering with friends and family* (direct interview, February 2021).

Apart from D.2, an Indonesian student in France, also said that:

*"The most enjoyment is to go to rural areas to enjoy the rural atmosphere ... usually rural areas have a strong agricultural industry such as (such as) wineries and factories, cheese processing and indeed interesting nature, whose characteristics are indeed different from ours ... I will definitely take the time to buy local products such as wine"* (M.7, student, telephone interview, March 2021)



Studies show that large-scale agricultural industries (agriculture) also benefit from the development of tourism activities (Perret et al., 2001). Rural areas are spaces where agriculture and animal husbandry thrive. Natural beauty and architectural uniqueness combined with vineyards make rural tourism another alternative for tourists who want to enjoy French tourism. Until now, tourism products in rural areas in France are scattered and have become a challenge in the efforts to commercialize their products. Rural tourism has a positive image and is often branded as an economical solution to sustain small farm dwellings.

The explanations of the two sources illustrate that in urban and rural tourism, the main attraction of French tourism is also rooted in its strong cultural roots. These cultural activities are not limited to artificial spectacle attractions but how the social background of the community, such as agricultural culture, is successfully packaged naturally into an attraction and provides added value economically from the arrival of visitors to these rural areas.

### **Vineyards and Wines: A Multi-Billion-Euro Rural Industry**

French vineyards and wineries are also driving tourism growth. According to Getz (2000), wine tourism tours to vineyards, wineries, wine festivals, and wine fairs, where tourists taste wine and experience vineyard areas. Wine tourism extends the complex relationship between wine regions as tourist destinations, local wineries, and tourists/consumers (Bruwer & Lesschaeve, 2012).

The wine industry plays a vital role in the French economy. On average, France produces 50 million hectoliters of wine annually, or the equivalent of 16% of global wine production. 30% of French wine is sold on the export market, placing France as the second largest exporter in the world after Italy (Business France, 2016). Besides wine as a beverage processing industry, this sector produces a tourism activity. In 2016, it was recorded that France succeeded in bringing in 10 million wine tourists with a total tourist expenditure of 5.2 million billion euros. The dominance of tourists who come to enjoy wine tourism consists of 58% domestic tourists and 42% coming from abroad. Currently, the dominance of British and Belgian tourists accounts for the largest number of tourists enjoying this type of tourism. However, the current Asian market share has the highest growth for this type of tourism (Visitfrenchwine, 2017). The article also explains, this success is the result of a growing desire to discover the treasures and expertise of our terroirs. It is also due to the efforts of key players in the industry to offer a more professional and enriching experience through recently opened new amenities. Even though visits to wine cellars remain a vital part of the business, today wine tourists can choose from a multitude of experiences: wine-making workshops, overnight stays in vineyards or chateaux, itineraries such as the Route des vins, walks and easy hikes through the vineyards, courses and conferences in wine academies, etc (Visitfrenchwine, 2017)

From this explanation, we can underline a few things from the progress of wine tourism in France. 1) this success cannot be separated from the collective pride of French wine agriculturalists for the local potential of their territory; 2) further enhance the professional capabilities of the actors involved in this industry. It is essential considering that wine tourism is not just buying wine from suppliers such as factories but how to sell experience and knowledge about the wine itself; 3) the increasing variety of wine tourism activities offered, such as wine-making workshops, overnight stays in vineyards or castles (châteaux) around the vineyards, walking activities around the fields to wine education and academic training. Some informants recounted why the wine sector is essential in France.

*“Wine is part of the life of the French people, and we are very proud of it ... so it is true that wine tourism is currently more and more interesting, but that is not the main reason why wine still exists today ... wine is a product that has succeeded in increasing the selling value of wine so that farmers wine can live well” (R.2, French citizen, direct interview, March 2021)*

A tourism student, S.8 also shared his experience visiting a field and a wine processing facility in Saumur, a wine-producing city.

*“Wine tourism seems to have a significant contribution to encouraging domestic tourist trips ... I have several times done wine degustation (wine tasting activities) ... it was an extraordinary phenomenon where people came from all over France to stock wine (storage at home) ... farm and factory owners very friendly and loyal while continuing to pour the various types of wine he has ... so the atmosphere is very family and on average they (customers) are repeaters (have come many times) from previous generations” (M.8, student, direct interview, February 2021)*

The informants' answers are fascinating to analyze. First, the success of wine tourism is not necessarily supported by foreign tourist visits but by the French people themselves. Second, wine tourism seems to be a hereditary tradition where French people have the pleasure of coming to the vineyards, not just to buy at a lower price but to meet with the owners of the fields while discussing the quality of the wine.

### **Gastronomic Tourism: From Cultural Heritage to World Culinary Art Benchmarks**

France is a country that has a strong influence on the world gastronomic industry. We can see its influence on the many restaurants in various tourist destinations that adopt the French restaurant concept, which is perceived as a luxury dining concept. Gastronomy certainly cannot be simplified to mean only a food dish. In many sources, gastronomy is the art of eating and drinking (Sormaz et al., 2016). However, the fact is that gastronomy is an interrelated branch of science and art that has a direct relationship with chemistry, literature, biology, geology, history, music, philosophy, psychology, sociology, medicine, nutrition, and agriculture (Kivela & Crofts, 2006).

In the tourism context, gastronomic tourism has a large market and is one of the developing sectors (Corigliano, 2002). Gastronomic tourism is a new form of cultural tourism that seeks to meet the demands of market segments related to the supply of food products (López et al., 2019). Besides authentic, traditional, and innovative culinary experiences, gastronomic tourism can also involve other related activities, such as visiting local producers, participating in food festivals, and attending cooking classes (UNWTO, 2020).

Apart from being a central element of the tourist experience, this sector is also believed to significantly impact post-modern society's economic resources and identity (Everett & Aitchison, 2008). As a cultural heritage, French gastronomy has a high reputation in the world culinary scene. Since 2010, French gastronomic dishes and rituals have been recognized as an intangible cultural heritage by UNESCO (Campus France, 2020). This living heritage is continuously renewing and re-inventing itself thanks to the gastronomic riches of our regions and the sharing of knowledge with kitchens around the world, given that a third of tourists say that they come to our country for its culinary heritage, French gastronomy is a cornerstone of France's appeal as a destination and actively contributes to promoting French culture (France Diplomacy, 2020).

According to the report, gastronomy is part of the living culture in France, and a third of tourists say that their motivation for coming to France is its culinary heritage. It further reinforces

that French cuisine is part of its appeal as a destination and actively contributes to promoting French culture. D.1, an Indonesian diaspora, illustrated French gastronomy's excellence compared to other countries' gastronomy.

*"French gastronomic tourism has a limited but elite market, maybe it is different when compared to gastronomic tourism in our country or like Thailand or even Indonesia with its street food sensations... here it is more exclusive because that is because of the long history of culinary arts, royal traditions"* (D.1, Indonesian diaspora, direct interview, March 2021)

Although French gastronomy is not as famous as Italian gastronomy for most people in the world, the level of French gastronomy with its uniqueness has placed French gastronomic variations, traditions, and terminology to become very popular in the world and even become a reference in the world academic literature related to the culinary field. French gastronomy is a luxury meal for tourists visiting France, so enjoying French food at a luxury restaurant with a Michelin label is a magnet for tourists.

In addition, tourism activities have also provided space for French gastronomy to become unique souvenirs for tourists. D.1, expressed it. She stated, that:

*"Besides wine, because I am a Muslim, I make special souvenirs for families in Indonesia, yes, cheese ... how come there is cheese that Indonesians can enjoy ... flavors that match our tastes"* (D.3, direct interview, March 2021).

The explanation above explains two main activities of gastronomic tourism in France: enjoying cuisine with its attributes and having the product as souvenirs for tourists.

### **Arrival of Foreign Students and Stimulation of the Culture-Based Education Industry**

Several academics have written analyses on the relationship between education and tourism, despite the fact that this phenomenon does not dominate tourism study. The intersection of these two spheres gives rise to the name Edu-tourism, or educational tourism. Edutourism is a form of tourism in which education and learning are a primary or secondary component of their journey (Ritchie, 2003). Even though there is some controversy about whether students are tourists, the movement of foreigners to a country for many purposes, including education, has a favorable economic impact on the destination country.

Currently, more and more students decide to pursue their education abroad. It is recorded that at least 5 million students have mobility who come to a country with the aim of education at the university level. France is one of the destination countries for international students. In 2017 this country brought in 258,380 international students and became the fifth-largest country in terms of arrivals after the USA, England, Australia, and Germany (Campus France, 2022). Concerning the relationship between the arrival of international students and the tourism sector in France, the authors observe that at least several cultural-based fields of study attract international students. For instance, 1) French language and literature education; 2) education related to art and architecture; 3) engineering; 4) culinary and wine; 5) hotels and tourism. M.4, a linguistics student at a state university in France, admitted:

*"It's nice to study here (France) I can learn languages while practicing languages every day and the most important thing is integrating with knowing their culture, because language is part of*

*culture ... French is a language that has a high reputation in the world of literacy and art ... many famous artists and novelists such as Victor Hugo, Alexandre Dumas and even other novelists such as Ernest Hemingway, Fitzgerald have moved and worked here"*(M.4 phone interview, February 2021).

From the expression of the informant, we can say that the world of French literacy has an exciting history and is quite widely known. It seems this fact has become a magnet for literature lovers, including attracting international students to study the journey of this world of literature. M.6, an Indonesian student majoring in culinary arts at a private culinary school, also shared her reasons for choosing France as his study destination.

*"Culinary is indeed the first reason; it happened that before going to France, I took a cooking school in Indonesia, and the language used was mostly French terminology, so there and learning gastronomy here is like learning from the source... even though each country has its culinary advantages but French art cuisine is like a global standard ... so that's the reason"* (M.6, phone interview, February 2021).

Apart from literature and culinary fields, hospitality and tourism studies are one of the fields of study that attract students to come. Known as the country with the most visits in the world, of course, the field of tourism studies is one of the reasons why students choose France. M.8 is one of them; he explained that:

*"Studying hotels and tourism in France is very interesting because of their ability to manage cultural heritage sites to plan tourist destinations"* (M.8, direct interview, February 2021).

From the informants' statement above, we can conclude that the main reason the international students decided to continue their studies in France was their interest in the advancement sector of France. It further emphasizes that edu-tourism, or the arrival of international students with the main aim of education, is stimulated by the strong management of industries related to their study fields and, in this context, filed related to French culture.

#### **D. CONCLUSION**

Tourism is a cross-sectoral industry whose product consumption is heavily reliant on the existence of other sectors as its primary production base. In the context of tourism management in France, it appears quite clear why France has managed to become the world's most visited country. The discourse described above demonstrates how the tourism industry in France is actually very much supported by strong management of the upstream sector based on culture, such as management of cultural heritage sites, museums, competitive advantages such as the fashion industry, local gastronomic wealth, and agriculture. All of these industries have established a strong foundation and provided new values and experiences, allowing the upstream sector to succeed in transforming the upstream sector into the tourism industry that exists today. In other words, the tourism industry is a type of downstream or added value from industries that have been rooted for centuries. The wealth of traditions and culture, as well as a lifestyle supported by systematic systems and regulations, have resulted in the development of a new industry, namely tourism.

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