

# Making France exemplary for sustainable tourism

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Bannière

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Atout France is committed to the sustainable development of tourism and the ecological transition of the industry's activities and practices.

The agency actively optimizes its actions to support professionals and tourist destinations in favor of sustainable tourism with a balance of economic, social and environmental interests.

## Concrete tools to support sustainable transition



Atout France has developed various tools to support the sustainable transition of the French tourism industry. Its latest addition, "France Tourisme Durable," is a platform promoting information, assessment, and commitment.

[www.francetourismedurable.gouv.fr](http://www.francetourismedurable.gouv.fr) is a free digital platform that offers actionable information for industry professionals. [France tourisme durable](#), provides resources on the many facets and challenges of sustainable tourism. It offers establishments methods for self-assessing their existing sustainability

levels and recommends suitable solutions including referrals to local tourism partners.

## Supporting projects that promote sustainability in French tourism



Atout France organizes "**calls for expressions of interest**" to support projects that renew and promote sustainable French tourism. Selected projects receive the technical and financial support to optimize their implementation.

With **France Tourisme Ingénierie**, Atout France provides engineering services to stimulate investment in sustainable projects. It has developed three programs :

- Renovating leisure real estate in mountain resorts,
- Supporting tourism development in heritage sites,
- Fostering strategic tourism projects in regional France.

Atout France also implements **innovation initiatives to enhance the competitiveness, attractiveness and sustainability of the tourism industry**. It strives to coordinate the solutions devised by **French Travel Tech startups** with the needs expressed by territories, and to test them in real-life settings.

Moreover, Atout France is developing the sustainability criteria required for the classification of commercial tourist accommodations.

## Asserting France as a sustainable destination



Atout France promotes France as a travel destination, focusing on offers and destinations that spearhead sustainable development to foster better practices.

### [Learn more about our communication campaigns](#)

Affichage des Grands événements en France

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