



## The Role of Marketing in Paris Tourism

<sup>1</sup> Rayxona Alimova

Received 16<sup>th</sup> May 2022,  
Accepted 19<sup>th</sup> Jun 2022,  
Online 23<sup>rd</sup> July 2022

<sup>1</sup> 3rd year student at British Management  
University faculty of finance and accounting.

**Annotation:** The article is devoted to the analysis of tourism development in Paris, the capital of France. Special attention is paid to the analysis of the experience of using marketing tools in promoting tourism as a leading branch of the country's economy. Methods of effective use of tourist resources of France are studied. The analysis of statistical materials is carried out, the most attractive tourist advantages of the country are determined.

**Key words:** Marketing activities, tourism industry, image of Paris, mystery, romance, filming historical films, preferential methods, history.

### Introduction

Today, tourism has started to develop strongly and create competition between countries. In this regard, states at the municipal level began to support the marketing moves of tourism development. This essay is intended to analyze the impact of marketing on the development of the tourism industry, as well as to determine the importance of tourism in the world economy, paying special attention to the methods of tourism development in the French capital, Paris. In addition, this essay highlights the main sources and resources of the attractiveness of Paris with their marketing development, since Paris occupies a leading position in the number of tourist receptions. Information gathered to write this report was retrieved through secondary research methods which includes looking through academic journals and online the databases.

### Importance of the global economy.

The growth of the world economy is increasingly characterized by the development of the tourism industry. According to economic impact of tourism (2022), in the world GDP, the share of tourism is 5%, tourism accounts for 6% of all exports[7]. As they suggest, such high export figures have led to the fact that tourism ranks fourth in terms of exports, behind only the fuel, chemical and automotive industries. UNWTO (2020) reports that in 2019 [6], 1.5 billion tourist arrivals were recorded worldwide. Because of this benefits to GDP many countries pay special attention to the development of the tourism industry and the promotion of the tourist product. One of these countries is France. As The Local France (2021) explains [4], it is caused by a high tourist attraction, proof of this judgment can be found in the fact that in the pre-pandemic period (2018) [4] [8], France was visited by almost 90 million tourists, and the share of tourism in its economy reached 10%. Of course, the coronavirus pandemic has had a negative impact on tourism in France. The Local (2021) point out that revenues from the country's tourism industry fell from

150 billion euros in 2018 to 89 billion euros in 2020. According to Alexandre G (2019) [6,] [1], the popularity of France is largely due to the increased love and interest among tourists to the country's capital Paris. In 2018, about 40 million tourists visited Paris and the Ile-de-France region. In total, 24 million registrations were registered in Paris hotels and their surroundings at this time, so this is the result of a comprehensive and competent marketing policy. Let's move on to the essence of marketing.

### **What is tourism marketing?**

First of all, as Bhasin (2019) observes, marketing in the field of tourism is a system of actions aimed at promoting and selling a tourist product, in particular a trip and the entire range of services sold to tourists [2]. As he describes, tourism marketing refers to the planning and organization of marketing activities of companies operating in the tourism sector. This includes: developing a service tailored to the needs of customers. The marketing of public tourism organizations is aimed at forming support or correcting public opinion. [11] The essence of territory marketing is to manage the behavior of consumers in relation to certain tourist places [9] [10].

### **Why is Paris attractive for tourists?**

The increased interest among tourists to Paris is the result of the application of comprehensive marketing measures to develop the "tourist Paris", the development of the "tourist brand of Paris", to maintain the image of Paris as the "city of love". A comprehensive marketing approach to the development of the tour industry in Paris is carried out by both private travel companies and the municipal authorities of Paris. Marketing of tourist services in Paris is carried out on the basis of activation of the following tourist resources such as rich history of the lives of kings and celebrities. This in turn makes Paris mysterious and romantic. Of course, the historical feature of the capital is very often enriched by the filming of historical films.

As French moments (n.d.) notes, the municipal authorities contribute both financially and through preferential methods to promote the image of Paris as the "Capital of World History" [5]. Moreover, the presence of historical sights and cultural monuments. For instance, Notre-Dame de Paris. French moments (n.d.) explains that before the fire in 2019, it was a place of special interest for tourists, especially tourists who came here at Christmas to admire the monumental Nativity Scene [5]. They remark that before the great April conflagration of 2019, climb the 380th staircase to the South Tower and encounter many chimeras and gargoyles.

French moments (n.d.) describes, Luxembourg Palace of 1617 Surrounded by beautiful gardens, Queen Marie de ' Medici wanted to create a residence that would remind her of the Pitti Palace in Italy, and also create gardens that would remind her of the Boboli Gardens in Florence [5].

French moments (n.d.) adds that Opera Garnier at the end of the Avenue de l'Opera French Moments Charles Garnier built the opulent Paris Opera House from 1861 to 1875 during the reign of Napoleon III. and others.

It should be noted that the presence of historical attractions made possibilities to turn Paris into a "museum city". For tourists, various packages of services were created that could be used by people with different incomes, interactive maps, guides and routes were developed. Further, the main symbols of Paris will be described.

### **Symbols of Paris**

Speaking of the symbol in Paris it is impossible to mark The Eiffel Tower in Paris. This tower today is not only a symbol of the capital, but also an association of Paris as the "city of Love". To achieve such a grandiose effect on the attractiveness of Paris, we were able to use creative marketing approaches, and of course marketers could not give up one of the most powerful marketing tools – advertising. So, for

example, the world-famous perfume brands "J'adore (Christian Dior)", "Black Opium (Yves Saint Laurent)", "Coco Mademoiselle (Chanel)" in advertising their products used the Eiffel Tower as an image of romance, beauty, love. These ads are broadcast all over the world, along with the products of these companies, Paris itself is automatically advertised, in the minds of people this city has become associated with a "happy life", a fairy tale, romance. That is why the saying is firmly established among tourists – "who did not see the Eiffel Tower, he did not see France." In addition, marketers successfully export the Eiffel Tower as a tourist product in the form of souvenirs, photos and, of course, impressions.

Paris is the center of the global fashion industry. The municipal authorities are conducting an active marketing policy to promote "shopping tourism". For this purpose, the municipal authorities of Paris fully support and create all conditions for the promotion of the fashion industry. This, in turn, increases the tourist attractiveness of the capital, and is also a powerful tool to support entrepreneurship and the development of various sectors of the country's economy. So, take the case of occasion, with the increase in the number of tourists, the demand for agricultural products increases dramatically, since every tourist eats food at least three times a day. In this regard, it should be noted that marketing in the field of restaurant business is carried out taking into account the development of various types of tourism. That is why during the Paris Fashion Week, the restaurant business uses a special type of marketing aimed at creating a warm "Parisian atmosphere", so that the tourist, along with the beautiful impressions, gets the desire to return to Paris.

"Paris is the city of lights", gardens and alleys. Once in Paris, the tourist finds himself in a world of light and lights. As Charlton (n.d.) claims, the special design of the capital, decorated with thousands of light bulbs, creates the impression of "eternal joy", happiness. Also, she points out that many of the streets of Paris are covered with amazing tiles that do not allow you to walk fast, this is also a marketing achievement, because when a tourist walks slowly, the consumption of a tourist product is much faster, and this directly affects the tourist attractiveness [3]. It should be noted that the Champs-Élysées are of great historical importance. However, according to Charlton (n.d.), the Champs-Élysées are very famous, for example, every year, on Bastille Day on July 14, the largest military parade takes place here, this in turn is a marketing ploy to attract tourists.

### **French marketing tools for tourism development**

French marketers are on the way to the development of the capital, using every opportunity to turn them into a powerful marketing tool. So, for example, an ordinary kiss was advertised as a "French kiss", for example, an ordinary bridge in Paris Pont Des Arts suddenly became a place where lovers hang locks as a sign of their love and throw the key into the river. Every year thousands of tourists come to Paris to spend this romantic ceremony or make the most unforgettable offer to their beloved. Paris also has its own "voice" which we will discuss further.

Another creative approach to increase the tourist attractiveness of Paris – was Edith Piaf. Her unusual singing style has such a strong psychological impact that it awakens a strong desire to visit and at the same time feel the atmosphere of Paris life. It should be noted that the songs of Edith Piaf are very often heard on the radio, used in the creation of art or documentary films, which makes the tourist make a choice in favor of Paris.

### **Conclusion**

To sum up, it should be noted that the example of a skillful and competent marketing policy in Paris, the development of tourism continues despite the crisis and the pandemic. A special feature of the marketing approach in Paris is the creativity in using any tourist resources, even such specific ones as songs, movies, bridges, etc. Also, the success of the marketing policy of Paris is associated with the creation of new tourist needs, thereby forming the demand for them. Also, thanks to the marketing policy, the tourist

services of Paris are in demand among people of different age categories and material condition - these are also mature tourists who can enjoy the history of Paris, cultural monuments and cuisine. Secular fashionistas and fashionistas also fell in love with this city, couples in love are happy to go to Paris and even young families with children of different ages will find very interesting and informative places here. In this regard, I would like to say that thanks to the efforts of marketers, Paris is now a leader in the tourism industry.

### References:

1. Alexander G. (2019, March 19). *Tourist Numbers Record In 2018 In Paris*. Sotir A Paris. <https://www.sortiraparis.com/news/in-paris/articles/187142-tourist-numbers-record-in-2018-in-paris/lang/en>
2. Bhasin, H. (2019, May 24). *What is Tourism Marketing? - Concept Of Tourism Marketing*. Marketing91. <https://www.marketing91.com/what-is-tourism-marketing/>
3. Charlton, A. (n.d.). *Bastille Day Traditions*. A French Collection. <https://www.afrenchcollection.com/bastille-day-14-july/>
4. *French tourism lost €61 billion in 2020*. (2021, January 8). The Local France. Retrieved May 15, 2021, from <https://www.thelocal.fr/20210108/french-tourism-loses-61-billion-euros/>
5. Pierre (2013, September 21). *Top 10 Most Famous Monuments of Paris*. French Moments. <https://frenchmoments.eu/top-10-most-famous-monuments-of-paris/>
6. Shishlo, A. (2020, January 21). *UNWTO: record 1.5 billion international tourist arrivals in 2019*. EcoTourismEXPERT. <https://eco-tourism.expert/en/news/unwto-record-1-5-billion-international-tourist-arrivals-in-2019>
7. Stainton, H. (2022, may 28). *Economic impacts of tourism*. Tourism Teacher. <https://tourismteacher.com/economic-impacts-of-tourism/>
8. Makhmudov N.M., Alimova Guzal Alisherovna, & A.A. Kazakov. (2020). Analysis of the effect of coronavirus (covid-19) on the development of the world economic system. International Journal on Integrated Education, 3(11), 143-156. <https://doi.org/10.31149/ijie.v3i11.865>
9. Alisherovna, A. G. (2017). REGIONAL FEATURES OF RECREATIONAL NEEDS IN THE SYSTEM OF INDIVIDUAL HUMAN NEEDS. Asian Journal of Research №, 7, 7.
10. Алимова, Г. А. (2018). ВЫСОКОКВАЛИФИЦИРОВАННЫЕ КАДРЫ КАК НЕОТЪЕМЛЕМАЯ ЧАСТЬ ФУНКЦИОНИРОВАНИЯ ИННОВАЦИОННОЙ ЭКОНОМИКИ. Редакционная коллегия, 25.
11. Г Алимова, А Казаков Перспективы развития рекреационно-туристских зон Ташкентской области в контексте с сохранением экосистемы региона - Общество и инновации, 2020.