



The Tourism and Hospitality  
consultancy and training companies  
serving the development of people, firms and destinations  
through sustainable development

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# Chairman's Foreword

## Our expertise at your service

In 1994, 25 years ago, when I created the consultancy services company François-Tourisme-Consultants (FTC), the tourism industry was thriving. In 2019 the world is different. Now for a tourism and hospitality company, in order to provide its best performance, it must adopt new methods and new management tools. It is the same for tourist destinations.

We believe that sustainable development represents a great bunch of solutions for our clients. Our experience shows that nowadays, the companies we serve with such an approach, get better performances than others.

Our job is to support you in these changes. In consideration of responsibility, openness and humanism.

### Philippe FRANCOIS

Chairman of **FRANÇOIS-TOURISME-CONSULTANTS**

*Consultancy and training companies gathering 20 experts performing assignments in French, English, Arabic, German and Spanish languages*

President of **ECORISMO**

*International events on eco-products and environmental solutions for the hospitality and tourism sector, created in 2007*

President of **BIORISMO**

*Solutions on biodiversity for hotels, camping, catering and tourism areas*

President of **AMFORHT**

*World Association for Hospitality and Tourism Education and Training*



# Our Values

## Human Being, the keystone of our thinking and our action

- When we consider optimizing the performance of a company, we believe that economic efficiency will be much better and more stable if employees fulfillment and respect of the environment are priorities for this company.
- When we approach a territorial problem, we think in terms of responsible tourism development.



### The 7 “capital virtues” of FTC

- Human Being and Nature are in the heart of our concerns for the tourism of tomorrow.
- Sustainable development is the concept we use to maximize economic (including commercial), environmental and social tourism outcomes.
- Notions of ethics, accountability, quality but also long-term profitability are placed at the heart of the tourist economy.
- Democracy, freedom, solidarity, equality, secularism are core values reaffirmed in our action.
- Every key player in the tourism sector needs to become an actor itself of environmental protection and harmonious development of his destination, welfare and training of the people he supervises.
- Our client relationships are built on trust, availability, loyalty, honesty, humility and, if possible, friendship.
- In a turbulent world, the only thing that does not change is our motivation to change, innovate and create !

# Our history

## 25 years of experiences

**Philippe FRANCOIS** created the company **François-Tourisme-Consultants (FTC)** after having driven numerous operational responsibilities in hospitality and tourism Industry.

In 1996, at the **World Congress of hotel schools in Nairobi**, he begins to become fully involved in the **protection of the environment** in the tourism and hospitality industries.

1994 - 2000

FTC became one of the European leading **specialists in consultancy**, education and training in tourism and hospitality industries.

In 2007, FTC offers an innovation to the industry professionals: **the trade-fair and Forum Ecorismo**, a B to B event gathering together the best suppliers and buyers in sustainable development solutions for tourism and a rich program of original conferences.

2001 - 2007

The company **takes off again** and develops particularly **sustainable development** solutions for business and tourist areas in France and abroad.

Since 2010, FTC has opened agencies in **Tunisia, Morocco, Madagascar and Algeria**. The team's expertise extends to the International.

2008 - 2013

In 2014, FTC creates **BIORISMO**, a complete bunch of practical solutions and a label in Biodiversity for the tourism and hospitality industry.

In 2015, FTC creates **hotelean** -, a new method to strengthen hospitality industry and tourism's efficiencies.

2017 is proclaimed by the United Nations the **International Year of Sustainable Tourism for Development** - FTC is one of the most dynamic actors

**2017**  
**INTERNATIONAL YEAR**  
**OF SUSTAINABLE TOURISM**  
**FOR DEVELOPMENT**

In 2018 and 2019, FTC goes further international with the opening of agencies in **Cameroon, Canada, Guatemala, Italy, Mexico, Oman** and in Kenya.

2014 - 2019

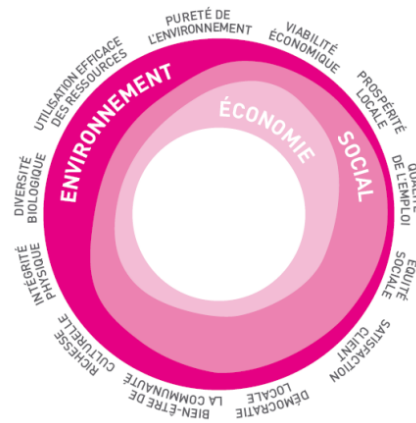
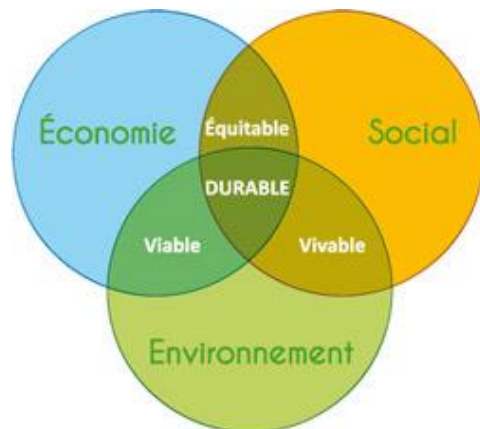
# Our vision Our mission

# Bringing responsible solutions to business and tourism areas

FTC assists tourism organizations in their development with a progressive approach to optimizing their performance :

- Either as part of a comprehensive approach to the concept of sustainable development, otherwise known as well as Corporate Social Responsibility (CSR)
- Either on a specific topic of sustainable development (marketing, service quality, environment, health and safety at work ...)

Economically, FTC offers its expertise to business companies and to tourist destinations in order to ensure their development.



## Serving our clients to achieve sustainable development objectives

- Customer satisfaction
- Creation of jobs and incomes
- Long-term economic viability
- Integration to the territory
- Promotion of heritage and culture
- Conservation of natural resources
- Prevention and reduction of pollution
- Ecosystem protection
- Wellbeing at work and health protection
- Risk prevention
- Accessibility to all public and disability
- Education and Skills Development
- Creating green and intelligent building
- Building contracting assistance
- E and m-tourisme
- Organizing eco-friendly events

# Our methods of intervention

## A methodological approach providing a long term vision and immediate operability

### The participatory mode, to serve management and creativity

We drive several modes of participatory project animation which we choose with our clients, according to chosen procedure. They allow the project to benefit from the very beginning of our intervention, the best listening conditions and input of our clients .

### The continuous improvement process

We analyze the current state of the organization, then we discuss areas for improvement and, further, means for implementation.

- Consultancy
- Technical assistance
- Auditing
- Training
- Seminar or conference
- Study and Research
- Assistance and project management
- Publication
- Event
- Hotel School creation



Our internal quality management system leads us to systematically evaluate our services to our customers in order to permanently improve our internal processes. FTC has a particular certification for strategic studies, operational studies and feasibility in the Leisure, Culture and Tourism.

# Our Team

## Multidisciplinary and complementary

### Our consultants



**Philippe-Jean ARNOU**  
Delegate FTC Madagascar  
Hospitality management  
Consultant



**Guillaume BÉREAU**  
Tourism & Quality Environment  
& Biodiversity Consultant



**Isabelle BERVILLER**  
CSR Management for  
Hospitality, Catering and  
Tourism Consultant



**Hervé BIGNON**  
Camp sites Consultant



**David BOUCHE**  
Hospitality and Tourism  
Consultant



**Antoine CHAUVEAU**  
Delegate FTC Mexico  
International Tourism  
Consultant



**Philippe FRANCOIS**  
International Expert  
Chairman of FTC  
President of Ecorismo & Biorismo



**Moez KACEM**  
Delegate FTC Tunisia  
Hospitality & Tourism Consultant



**Etienne KEMPF**  
Hospitality & Catering Consultant



**Anne-Sophie LESUR**  
Territories , Responsibility  
& Mutation Consultant



**Gilles MUHLACH-CHEN**  
Destination strategy and tourism  
policies Consultant



**Emmanuelle PERDRIX**  
Hospitality and Marketing Consultant



**Christophe SCHÖNHOLZER**  
Tourism, Hospitality, Services & risk  
management and optimization in  
organization Consultant



**Lyuba STANKOVA**  
International Tourism Consultant

### Our administration



**David CLOAREC**  
Assistant Manager



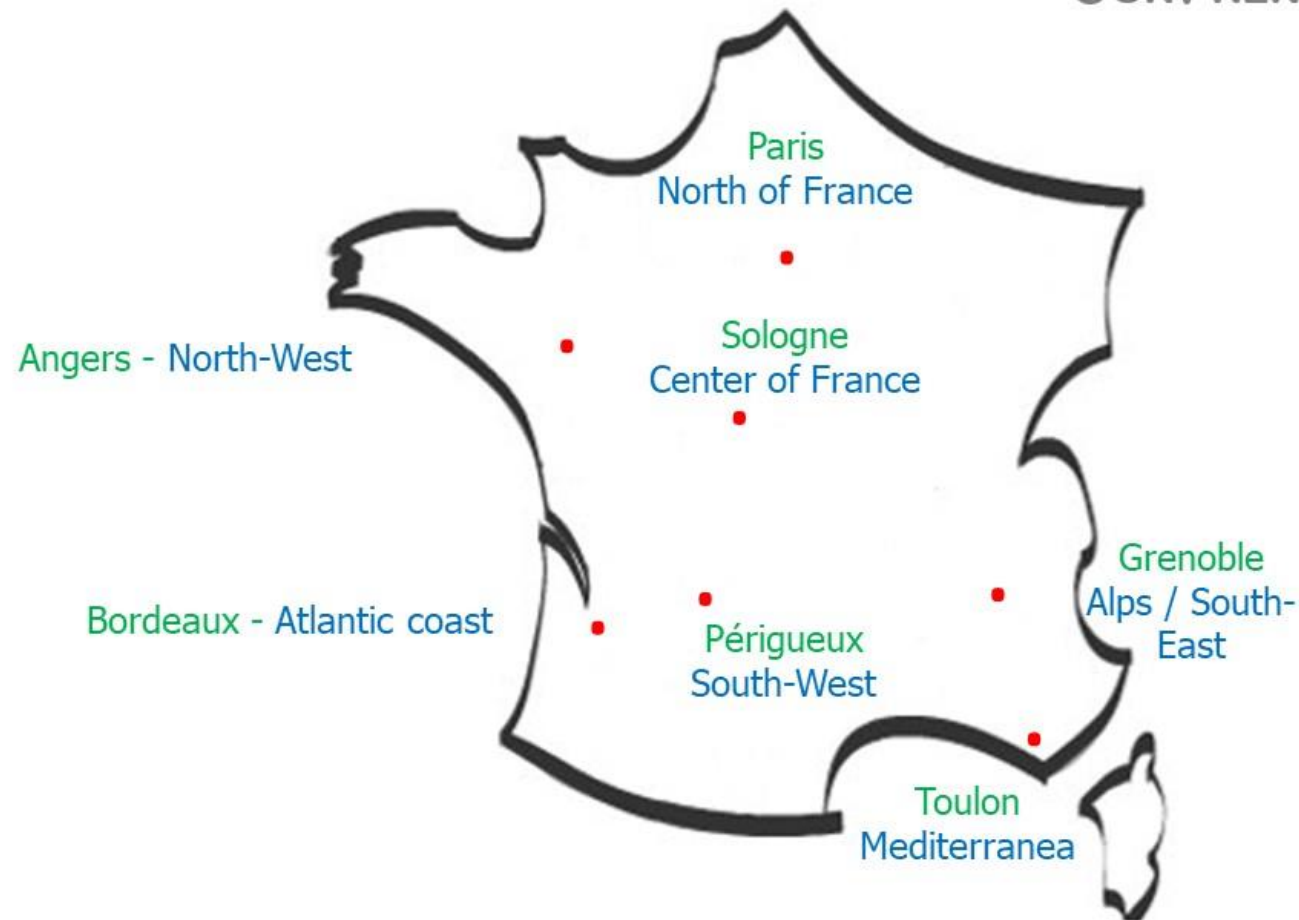
**Marie FRANCOIS**  
Administration Director



# Our locations

Our consultants are based in different regions in France

## OUR FRENCH OFFICES



# Our locations

## And abroad for a larger scope of action



**Alfidhal AL-HINAI**  
Delegate FTC Oman  
System Consultant  
CEO of AMAN



**Philippe-Jean ARNOU**  
Delegate FTC Madagascar  
Hospitality management  
Consultant



**Antoine CHAUVEAU**  
Delegate FTC Mexico  
International Tourism  
Consultant



**Fabio PERUCCO**  
Delegate FTC Italy  
Hospitality Consultant



**Jean-Oscar NGUILI**  
Delegate FTC Cameroon  
Touristic production Consultant



**Gérald CHARTIER**  
Delegate FTC Algeria  
Hospitality management  
Consultant



**Mathieu DATI**  
Delegate FTC Ivory Coast  
Hospitality, Catering and  
Sustainable development  
Consultant



**Moez KACEM**  
Delegate FTC Tunisia  
Hospitality & Tourism  
Consultant



**Judith KEPHER**  
Delegate FTC Kenya  
Touris & Sustainable  
development Consultant



**Pape DIOUF**  
Delegate FTC Senegal  
Sustainable Tourism Consultant



**Lyuba STANKOVA**  
Delegate FTC Bulgaria  
International Tourism Consultant



### Why an international presence ?

- To bring local solutions to the global stakes for certain international customers
- To have a constant eye and to be strength of proposal on the emergent tourist markets
- To be equipped with consultants' international experiences which come to enrich the skills of Francois-Tourisme-Consultants' network

### OUR INTERNATIONAL OFFICES



# Our skills

## The consultants are experts in the 3 pillars of sustainable development

### ENVIRONMENT

Environmental Performance

Ecorismo ®

Energy Performance

Ecogestes

Labels & Certifications

Ecolabel EU  
Clef Verte, ISO14001

Eco-management of green spaces

Biodiversity

Biorismo ®

### ECONOMY

Quality of service

ISO 9001, prehistoric sites ...

Faisability Business Plan

E-tourism M-Tourism

Trade Performance

Management & Profitability

Strategy Company/Territory

Maximizing Profitability

### HUMAN & SOCIAL

Wellbeing at work

Professional Risks

OHSAS 18001

Stress & Penibility

Health & Security

Risk Management Business Continuity

ISO 31000

Building & Health

Teams

Human Resource Training

Accessibility et Handicap

Management and Team Coaching

Hospitality schools

### GLOBAL STEP SUSTAINABLE DEVELOPMENT

Standards, labels and certifications

Corporate Social Responsibility

ISO 26000

Green Globe

Green - sustainable and intelligent buildings

Sustainable Events

ISO 20121

Natural parks

# Our skills

FTC assists tourism professionals in their **process of progress**



FTC supports his clients **throughout the lifecycle** of business and destination



Creation & Projects



Management & Development



Business Transmission



**Different methods of performing ...**

- Consultancy
- Technical assistance
- Auditing
- Training
- Structuring Training (Hotel schools)

- Seminar or Conference
- Study and research
- Assistance to project management
- Publication
- Events

# Our publications

# 18 publications on sustainability solutions and issues

## Environment

Free download on [www.francoistourismeconsultants.com](http://www.francoistourismeconsultants.com)



**Tourism & Environment**  
Sowing the seeds of change  
(2000)



**Tourism & Environment**  
L'EcoGuide de la région Auvergne  
(2007) *Only in French*



**Tourism & Environment**  
L'annuaire de l'environnement  
de l'Ile Maurice (2010, reedition  
2012) *Only in French*



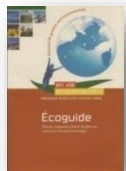
**Hospitality & Environment**  
Mon hôtel et l'environnement  
(2002) *Only in French*



**Tourism & Environment**  
Semer les graines du changement  
(new digital edition 2008)  
( French – Arabic – English )



**Campsites & Environment**  
Fiches conseil sur la qualité  
environnementale et paysagère  
des campings (2010) *Only in  
French*



**Tourism & Environment**  
L'EcoGuide de la Région PACAC  
(2004) *Only in French*



**Tourism & Environment**  
Guide des éco-manifestations touristiques du  
département du Nord (2011) *Only in french*



**Hospitality, Catering & Environment**  
Guide de bonnes pratiques pour les hébergeurs  
et restaurateurs (2014) *Only in french*



**Tourism & Environment**  
Guide pratique « Biodiversité &  
Tourisme » (2011) *Only in french*

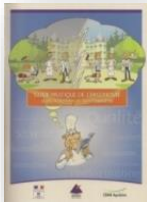
# Our publications

Free download on [www.francoistourismeconsultants.com](http://www.francoistourismeconsultants.com)

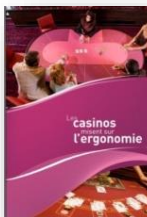
## Human & Social



**Hospitality & Ergonomics**  
La démarche ergonomique  
(2003) *Only in French*



**Hospitality & Ergonomics**  
Le guide pratique de l'ergonomie  
dans l'hôtellerie et la restauration  
(2006) *Only in French*



**Leisures & Ergonomics**  
Les casinos misent sur l'ergonomie  
(2010) *Only in French*

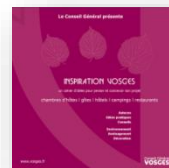
## Economy



**Tourism & Economy**  
Nouveaux Services  
Emplois Jeunes-Tourisme  
Aquitaine et France (1999)  
*Only in French*



**Tourism & Quality**  
Le livre blanc « Comment  
redonner de la valeur à l'accueil  
touristique » (2009)  
*Only in French*



**Tourism & Design**  
Inspiration Vosges (2011)  
*Only in French*

## Sustainable Development



**Sustainable buildings**  
Guide de l'hébergement  
touristique durable du  
département du Nord (2008)  
*Only in French*



**Social Responsibility**  
Magestour (2009)  
*Only in French*

# Our clients

## Businesses and tourist sites

*For over 20 years, experts of Francois-Tourisme-Consultants have helped hundreds of businesses and tourist sites on the economic, environmental and social pillars of sustainable development*



### Tourism destinations

- Chamber of Commerce and Industry
- Tourism Offices
- Local authorities
- Tourist Resorts
- Regional Parks
- National Parks



### Accommodations

- Traditionnal hospitality
- Palaces
- Campsites
- Guest houses and B&B
- Tourist residences
- Resorts
- Holiday parks



### Catering

- Gastronomy
- Fast Food – Street Food
- Restaurants
- Institutional catering
- Bars / pubs
- Food and beverage Industry



### Travel and Tourism

- Amusement and recreation parks
- Events sites
- Tour operating and incoming tourism
- Touristic and prehistoric sites
- Museums



### Schools

- Hospitality schools
- Universities



### Culture

- Museums
- Cultural parks



# Our clients

Some recent examples

April 2016 - Saulnois community



June 2016 - Cap Eden Roc Hotel



September 2016 - Taghazout resort



## Businesses and tourist sites

November 2019 - Normandy  
Chamber of Commerce



January 2017 - Thermes Marins Monte-Carlo



October 2016 - Grand Massif Ski area



October 2017 - Club Med Opio



April 2018 - Club Med Cap Skirring



February 2016 - French Catering  
Directors Association







# ECORISMO

## A full choice of services for tourism professionals involved in sustainable development and ecotourism

ECORISMO provides:

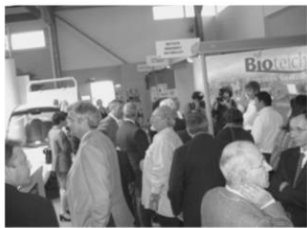
- Tradefair B to B (Salons Ecorismo)
- Conferences (Forums Ecorismo)
- Awards (Lauriers Ecorismo)
- Training (Académie Ecorismo)
- Professional networkings (Clubs Ecorismo)

ECORISMO is serving professionals of

- hospitality
- catering
- campsite
- local authorities
- tourism

ECORISMO provides to professionals concrete and practical answers to their questions and needs on issues related to sustainable development.

More about Ecorismo on : [www.ecorismo.com](http://www.ecorismo.com) and



**News :** ECORISMO offers the Label ECORISMO To recognize the eco-products of the suppliers of the hotel business, the campsites, the catering ...  
The Label is recognized by the United Nations as a [responsible solution](#)

S · A · L · O · N

### camp'Air

23 OCTOBRE 2019 DE 10H00 À 18H30  
6<sup>EME</sup> ED. / WEX / MARCHE-EN-FAMENNE

**SALON PROFESSIONNEL  
DES HÉBERGEMENTS EN PLEIN AIR  
2019 NOUVELLES TENDANCES  
« ECO-DURABLE » !**

① CAMPAIRSALON  
[www.CAMPAIR.BE](http://www.CAMPAIR.BE)

TÉLÉCHARGEZ  
LE FORMULAIRE  
D'INSCRIPTION

VOTRE PARTENAIRE  
ÉCO-DURABLE



ECORISMO





# Some of our Partners





# BIORISMO



**Bambou hotel in Martinique (French overseas department) is the first business certified Biorismo in the Caribbean Islands in August 2019!**

## A 'bunch' of practical solutions on biodiversity dedicated to tourism owners, hotels, campings, restaurants and resorts

**BIORISMO** offers :

- A resource center
- Technical assistance to professionals
- A Label Biorismo
- Training throughout the year
- Professional technical assistance
- Rewards : the Lauriers Biorismo

**BIORISMO** is serving professionals of:

- Hospitality, catering, camping
- Local authorities, Tourism offices

More about BIORISMO on : [www.biorismo.com](http://www.biorismo.com) and



**Engagement  
reconnu**



**STRATÉGIE  
NATIONALE POUR LA  
BIODIVERSITÉ**

**The program : “Biorismo - Ecorismo for biodiversity” was recognized by the French Ministry of the Environment**

**On January 30, 2014 within the framework of the French National Biodiversity Strategy**



# - h o t e l e a n -

## lean

### Structured strategic & project management method

- Quality improvement
- Process efficiency

### A process is considered Lean when

- It focuses on continuous improvement
- Its improvements are based on facts  
=> 6 Sigma = customers and measurements

## hotelean®

### Structured strategic & project management method dedicated to the hospitality industry

- Through global service quality improvement
- By internal process efficiency

### A process is considered « hotelean » when

- Global organizational improvements are measured and documented
- Profitability is proportional to customer satisfaction

For more details,  
please visit us at:  
[www.francoistourismeconsultants.com](http://www.francoistourismeconsultants.com)



## Our vision of - hotelean -

### The wheel of sustainable excellence in hospitality management

#### Objectives :

- Method of excellence
- People oriented
- Hospitality professionalism
- Security & regulations



FRANCOIS  
TOURISME  
CONSULTANTS

Improve your

- 1 – professionalism
- 2 – economics
- 3 – excellence in quality

- h o t e l e a n -

For more details,  
please visit us at:  
[www.francoistourismeconsultants.com](http://www.francoistourismeconsultants.com)

## The commitment of François-Tourisme-Consultants in the process of global tourism and hospitality training and education

Transmission of expertise and knowledge is an essential part of sustainable development.

In this sense, FTC has created and participated in the **creation of 20 hotel schools and tourism university programs in the world.**

In addition, **Philippe FRANCOIS** is currently **President** of the **AMFORHT**, World Association for Hospitality and Tourism Education and Training.

Created in 1969 by the World Tourism Organization (WTO), AMFORHT is a professional network, a platform for meetings, project creation and consultation, between the three categories of tourism partners:

- institutions, centers, universities and training schools
- Professions in the Hospitality and Tourism industries
- National and international organizations related to tourism.



[www.amforht.com](http://www.amforht.com)

The AMFORHT - World Association for Hospitality and Tourism Education and Training - NGO created by the World Tourism Organization in 1969 has just been recognized as an NGO of the United Nations with special consultative status in 2017

# Our communication

## We communicate throughout the year with our partners, customers and the press

We are committed to maintain regular contact with our partners and to participate in their communication on their actions in favor of the trade.

Our **two websites**, plus FTC and Ecorismo **Facebook** pages are our main means of communication. More than **10 000 visitors** a year share our news and those of our partners and customers.

We also designed two digital information letters :

- MilleFeuille, the newsletter of FTC: more than **17 000 subscribers**, including the trade press
- The EcoNews, the newsletter of Ecorismo: disseminated punctually on events with more than **17 000 subscribers**.

To register : [www.ecorismo.com](http://www.ecorismo.com)

To respect the principles of eco-communication, we promote electronic communication.



[www.francoistourismeconsultants.com](http://www.francoistourismeconsultants.com)  
Over **4 500** visitors per year



MilleFeuille, newsletter of FTC  
More than **17 000** subscribers



[www.ecorismo.com](http://www.ecorismo.com)  
Over **3 000** visitors per year



EcoNews, newsletter of Ecorismo  
More than **17 000** subscribers



# Press Release

## FTC is one of the leading referent consultancy services company to the trade press

For many years, FTC has developed relationships with national and international trade press.

We also work occasionally in connection with the local press and general public.

Our press releases are overwhelmingly relayed by the media and journalists frequently contacting our experts on topics related to hospitality and tourism.

Find out all our press releases : [www.francoistourismeconsultants.com/revue-presse](http://www.francoistourismeconsultants.com/revue-presse)





## Our Partners

## Some of the ~100 public organizations being FTC Partners



The Economic Development  
and Employability Network  
of Ontario



French Association of Experts and  
Scientists in Tourism



Offices de  
Tourisme  
de France



Assembly of French Chambers of  
Commerce and Industry



Association for help emerging countries in  
providing food



World Association for Hospitality and  
Tourism Education and Training



Network of catering professionals



Kingdom of Morocco  
Tourism Administration



Tourisme & Handicaps association

Tourism & Handicaps association



## Our Partners

FTC has established partnership relations with companies having an expertise complementary to its own

1/3



Lawyers agency for hospitality and tourism  
[www.gb2a.fr](http://www.gb2a.fr)



Architects agency specialised in hospitality and tourism  
[www.espace-gaia.com](http://www.espace-gaia.com)



Scenography and museography agency  
[www.agence-presence.fr](http://www.agence-presence.fr)



Design, urban planning, landscape, architecture for tourism agency  
[www.atel-france.com](http://www.atel-france.com)



Tourist sites, cultural and animal parks operations  
[www.sites-et-cie.com](http://www.sites-et-cie.com)



Agency specialised in ecological management of green spaces  
[ecaron.ecologique@gmail.com](mailto:ecaron.ecologique@gmail.com)



## Our Partners

FTC has established partnership relations with companies having an expertise complementary to its own

2/3



RESTAURCONCEPTEUR

Depuis plus de 20 ans



The bike solutions to the tourism industry  
[www.velogik.com](http://www.velogik.com)



Hotel business equipment agency  
[www.serfigroup.com/](http://www.serfigroup.com/)



Landscape, architecture  
for tourism agency  
[www.paysagiste-  
conseil-vaucluse.com](http://www.paysagiste-conseil-vaucluse.com)



## Our Partners

FTC has established partnership relations with companies having an expertise complementary to its own

3/3



Musician, in sustainable development topics  
[www.pierre-dandrea.fr](http://www.pierre-dandrea.fr)



Consultant in tourism  
[www.evolution-tourisme.com](http://www.evolution-tourisme.com)



Legal partner of  
Public authorities  
[www.landot-avocats.net](http://www.landot-avocats.net)



Insurance company to hospitality and  
tourism  
[www.eurosud-assurances.com](http://www.eurosud-assurances.com)



Accessibility studies and  
solutions for hospitality,  
catering and tourism  
[www.okeenea.com](http://www.okeenea.com)



# FTC exclusiveness

## An unique expertise, cutting-edge experience in areas where FTC has an exclusive expertise

- Our **consultants** come from the hotel and tourism industry
- Our **multidisciplinary expertise** covers all economic, environmental and social dimensions of enterprise and territory
- Our **involvement** is permanent to professionals in the hospitality and tourism sector
- Our **publications** on various themes of sustainable development, are highly valued by hoteliers and tourism professionals especially for their educational quality and practical approach, and are available on our website **for free**
- Our experience is unique in the field of **tourism business and destinations consulting**, particularly in the context of collective actions and **training**
- Our experience covers all the components of business management: **profitability, sales, e-tourism, transfer of business**, ... but also the design and organization of **eco-events** for example

- **Hundreds of key references** in different sectors and with major operators (groups, international organizations, palaces ...) as well as small **businesses** and small and large **destinations**
- Our commitment to sharing experiences and solutions for **sustainable development** with **ECORISMO**
- Our same commitment to **biodiversity** for the hospitality and tourism areas with **BIORISMO**
- Our expertise in the creation and the development of **Hotel schools** and **university training programs** both in France and abroad.
- Our commitment to the transfer of skills and knowledge via the **Presidency AMFORHT** (World Association of Hotel and Tourist Training) current chaired by Philippe FRANCOIS

# Our Awards

## FTC expertise has been recognized by independent third parties



2007 - The Responsible Tourism Trophies - Voyages-sncf.com  
*Information and Awareness Trophy.*



2008 - Sustainable Development Trophy - Qualientreprises  
*Winner of the Sustainable Development First Trophies.*



2008 - AMFORHT Award - World Association for Hospitality and Tourism Education and Training  
*Winner of AMFORHT Award in 2008 for the contribution of ECORISMO to the world hospitality education.*



2013 - Voluntary commitment - Ministry of the Environment  
The “program Ecorismo for biodiversity” was recognized by the French Ministry of the Environment within the framework of the French *National Biodiversity Strategy*.

Additionally, Philippe FRANCOIS has received many individual awards for his contribution in the field.

## YOUR CONTACTS

### Headquarters

10 rue Jean Moulin - 24 750 PERIGUEUX-TRELISSAC (France)

Tel : +33(0)5 53 54 49 00

[contact@francoistourismeconsultants.com](mailto:contact@francoistourismeconsultants.com)



### Philippe FRANCOIS

Chairman of FTC

President of Ecorismo & Biorismo

[p.francois@francoistourismeconsultants.com](mailto:p.francois@francoistourismeconsultants.com)

### David CLOAREC

Assistant Manager

[d.cloarec@francoistourismeconsultants.com](mailto:d.cloarec@francoistourismeconsultants.com)