



**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, Marocco, 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, FTC goes further international with the opening of agencies in **Cameroon, Canada, Guatemala, Italy and Mexico**.

2014 - 2019

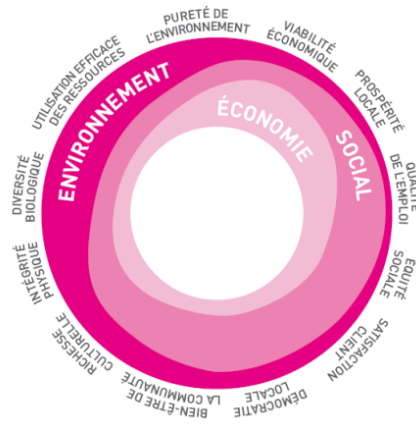
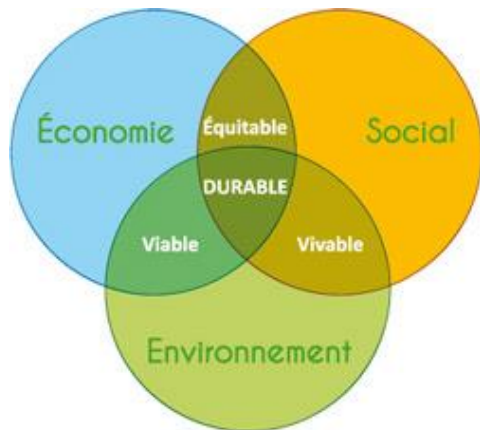
Our vision Our mission

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



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



Audrey IVALDI
Catering & Hospitality Consultant



Moez KACEM
Delegate FTC Tunisia
Hospitality & Tourism Consultant



Etienne KEMPF
Hospitality & Catering Consultant



Eliane KERLEROUX
Hospitality & Catering Management
/ Sustainable solutions Consultant



Anne-Sophie LESUR
Territories, Responsibility
& Mutation Consultant



Emmanuelle PERDRIX
Hospitality and Marketing Consultant



Claire SERIZAY
Delegate FTC Guatemala
International Tourism & Hospitality
Consultant



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



Lyuba STANKOVA
International Tourism Consultant

Our administration



David CLOAREC
Assistant Manager

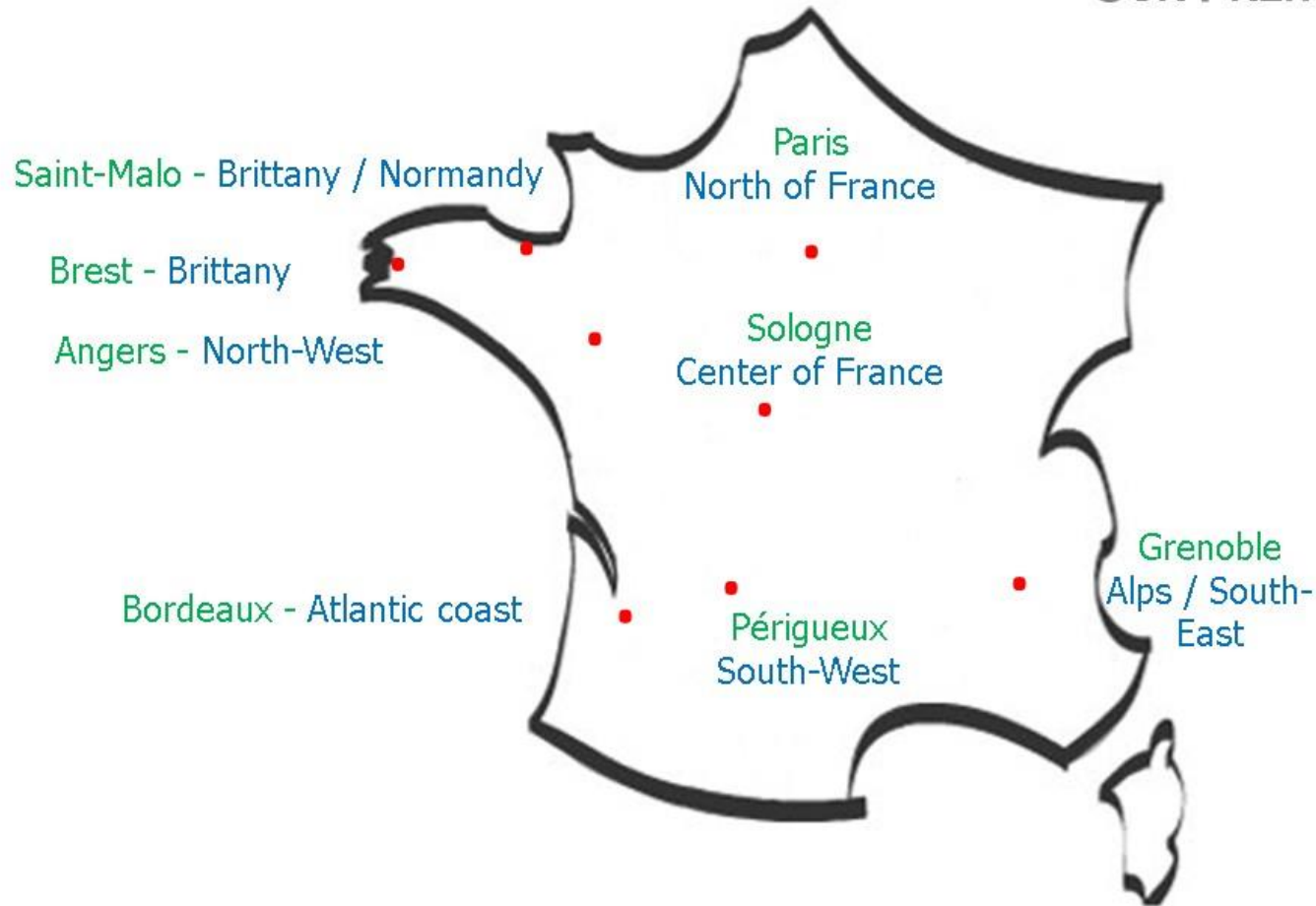


Marie FRANCOIS
Administration Director

Our locations

Our consultants are based in different regions in France

OUR FRENCH OFFICES



Our locations

And abroad for a larger scope of action



Philippe-Jean ARNOU
 Delegate FTC Madagascar
 Hospitality management
 Consultant



Antoine CHAUVEAU
 Delegate FTC Mexico
 International Tourism
 Consultant



Moez KACEM
 Delegate FTC Tunisia
 Hospitality & Tourism Consultant



Claire SERIZAY
 Delegate FTC Guatemala
 International Tourism & 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



Fabio PERUCCO
 Delegate FTC Italy
 Hospitality 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 François-Tourisme-Consultants' network

OUR INTERNATIONAL OFFICES



Our skills

The consultants are experts in the 3 pillars of sustainable development



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

Free download on www.francoistourismeconsultants.com

Environment



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'île 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
Guide des éco-manifestations touristiques du
département du Nord (2011) *Only in french*



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

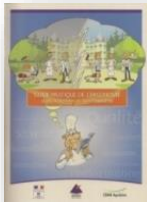
Our publications

Free download on www.francoistourismeconsultants.com

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 2017 - Normandy Chamber of Commerce



October 2017 - Club Med Opio



January 2017 - Thermes Marins Monte-Carlo



April 2018 - Club Med Cap Skirring



October 2016 - Grand Massif Ski area



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 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](#)



04th May 2018
ECORISMO Paris by MELIA

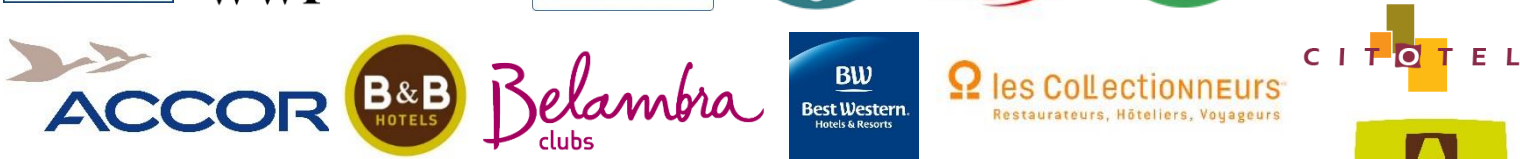


10th and 11st September 2018
ECORISMO Ottawa





Some of our Partners



www.ecorismo.com



BIORISMO



In 2017, the Label is recognized by the United Nations as a [responsible solution](#) participating in the International Year of Sustainable Tourism for Development

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 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

Our vision of - hotelean -

The wheel of sustainable excellence in hospitality management

Objectives :

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



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

AMFORHT

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



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

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.

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
To register : www.francoistourismeconsultants.com
- The EcoNews, the newsletter of Ecorismo: disseminated punctually on events with more than **17 000 subscribers**.
To register : www.ecorismo.com

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



www.francoistourismeconsultants.com
Over **4 500** visitors per year



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



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



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



World Tourism Organization



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



Tourisme & Handicaps



Network of catering professionals



Kingdom of Morocco Tourism Administration

Tourism & Handicaps association



Our Partners

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

1/3

The logo for GB2A, featuring the letters 'GB2A' in a bold, blue, sans-serif font.

Lawyers agency for hospitality and tourism
www.gb2a.fr

The logo for EG ESPACE GAÏA, featuring the letters 'EG' in a large, blue, sans-serif font, followed by 'ESPACE GAÏA' in a smaller, blue, sans-serif font, and 'architectures éco-créatives' in a very small, blue, sans-serif font below it.

Architects agency specialised in hospitality and tourism
www.espace-gaia.com

The logo for PRÉSENCE, featuring the word 'PRÉSENCE' in a bold, white, sans-serif font on a black rectangular background.

Scenography and museography agency
www.agence-presence.fr



Design, urban planning, landscape, architecture for tourism agency
www.atel-france.com

The logo for sites & COMPAGNIE, featuring the word 'sites' in a blue, sans-serif font, followed by a blue ampersand symbol, and the word 'COMPAGNIE' in a blue, sans-serif font.

Tourist sites, cultural and animal parks operations
www.sites-et-cie.com



Agency specialised in ecological management of green spaces
ecaron.ecologique@gmail.com

Our Partners

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

2/3



Francis CABROL
Ingénieur Conseil en Restauration
23, rue Franz Schubert 31200 TOULOUSE
Tél : 05 61 13 14 04 Fax : 05 61 13 14 12
E mail : FCO.Conseil@orange.fr

RESTAUCONCEPTEUR

Depuis plus de 20 ans



The bike solutions to the tourism industry
www.velogik.com



Hotel business equipment agency
www.serfigroup.com/

Philippe Vaufrey,
gérant



énergie environnement
43 rue des Hérideaux 69008 LYON
tél : 09 81 41 41 58 • fax : 09 81 40 23 81
www.eegenie.com



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



Our Partners

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

3/3



Pier d'Andréa

Musician, in sustainable development topics
www.pierre-dandrea.fr



Consultant in tourism
www.evolution-tourisme.com



Legal partner of
Public authorities
www.landot-avocats.net



Insurance company to hospitality and
tourism
www.eurosud-assurances.com



OKEENEA
CRÉATEURS D'ACCESSIBILITÉ

Accessibility studies and
solutions for hospitality,
catering and tourism
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

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contact@francoistourismeconsultants.com



Philippe FRANCOIS

Chairman of FTC

President of Ecorismo & Biorismo

p.francois@francoistourismeconsultants.com

David CLOAREC

Assistant Manager

d.cloarec@francoistourismeconsultants.com