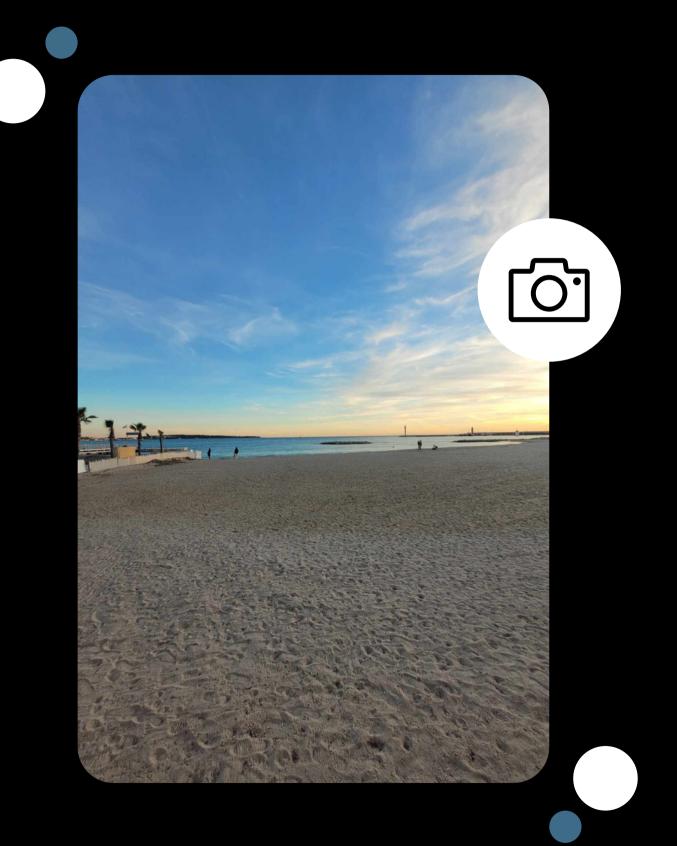


FRANCE, known fot its rich culture, beautiful landmarks, is currently grappling with the consequences of climate change, affecting the tourism industry. Phenomena such as rising temperatures, extreme weather events, and changing seasons significantly impact the tourist appeal.



Côte d'Azur experience shifts in biodiversity and appearance, influencing tourism attractiveness. Heatwaves, drought, lack of water and forest fires may also lead to challenges in maintaining national parks and gardens, impacting their appeal to tourists.





Economic consequences are inevitable.

A decrease in the number of tourists results in a reduction in tourism revenue, subsequently affecting local businesses, restaurants, and hotels.

Communities relying heavily on tourism may face job losses and financial difficulties.

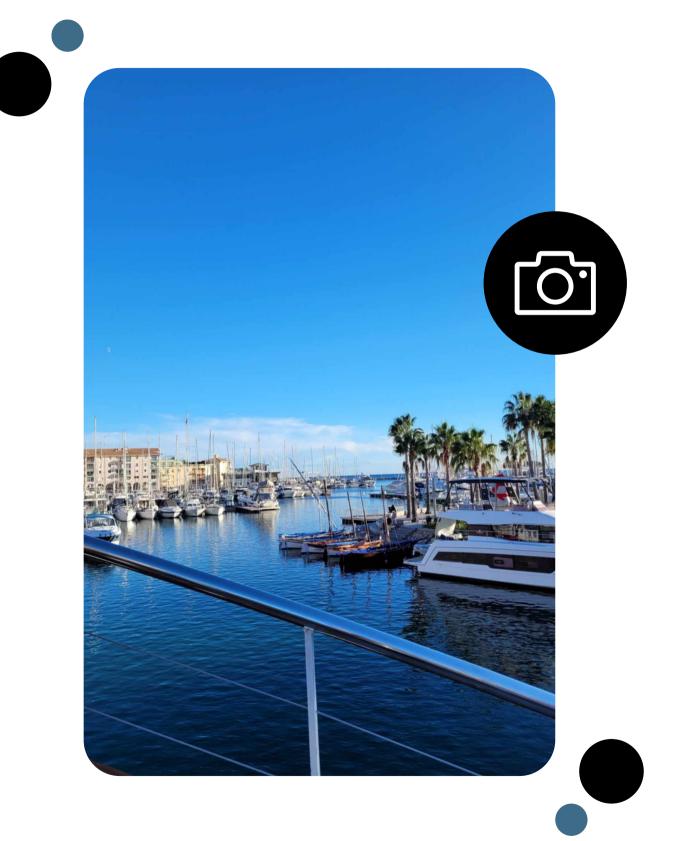


To counter these challenges, the tourism industry is undertaking adaptive initiatives. Sustainable practices are reinforced, environmentally friendly forms of tourism are promoted, and local communities seek innovative solutions to preserve their heritage.

In the future perspective, managing the impacts of climate change becomes a key element of tourism strategies. Global and local cooperation is essential to preserve France's unique attractions while safeguarding the environment.



France, renowned for its cultural richness and diverse landscapes, provides a fertile ground for entrepreneurial ventures within the tourism sector. Entrepreneurs in this industry play a crucial role in shaping and enhancing the visitor experience while contributing to the overall economic vitality of the nation. Entrepreneurs continually seek creative solutions to meet the evolving needs and preferences of tourists.



WINERY CHATEAU SAINTE ROSELINE

Winemaking in France is a diverse sector that blends tradition with innovation. Wineries engage in the entire production process, collaborating with oenologists. The appellation system helps maintain uniqueness and standards. Wine exports contribute to global acclaim, and investments in wine tourism are gaining popularity, allowing tourists to participate in the production process and taste local specialties.







Importing plants from various regions worldwide in the entrepreneurial context of tourism in France requires understanding and adhering to phytosanitary regulations. Tourist enterprises should consider plant health certificate requirements, conduct necessary inspections, and ensure compliance with both European Union and French standards. Institutions involved in plant importation assess them in various aspects, examining their adaptation to France's climate. Tourists are more inclined to visit places with greater plant diversity. Many entrepreneurs engage in designing and maintaining botanical gardens, which attract significant attention among tourists. They receive government funding for creating such spaces tailored for tourists.









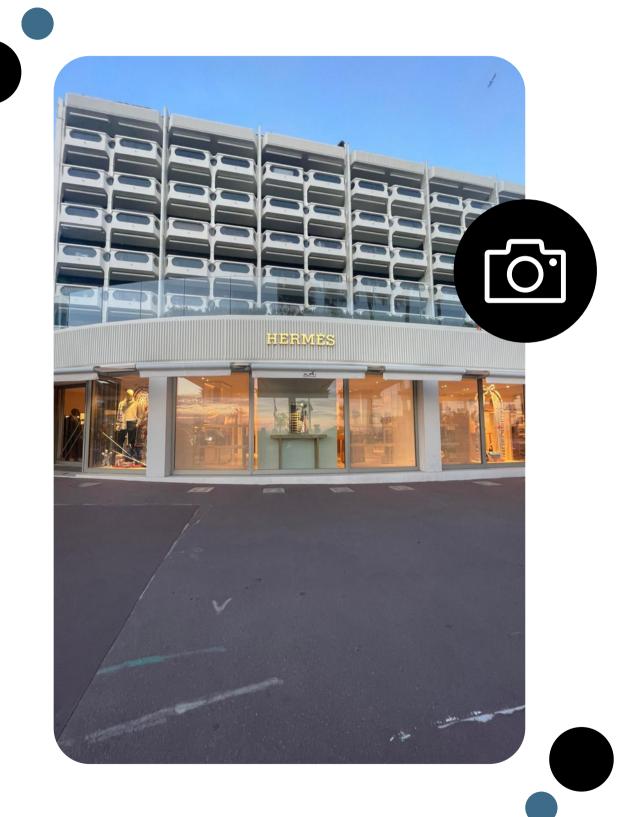


Environmental sustainability has emerged as a focal point for many tourism entrepreneurs in France. With increasing awareness of climate change and ecoconscious travel, entrepreneurs are integrating sustainable practices into their businesses. This includes eco-friendly accommodations, responsible tour operations, and initiatives to minimize the environmental impact of tourism activities. An example of implementing ecological practices in France is the establishment of agrotourism schools, such as the Agricampus network, consisting of 5 facilities located in various parts of the country. They offer diverse educational opportunities for students, including adults, interested in agrotourism.





The French Riviera, renowned for its landscapes and azure sea, serves as a haven for luxury brands, symbolizing prestige and attracting elite travelers. Exclusive boutiques, like Chanel and Louis Vuitton along Nice's Promenade des Anglais, showcase haute horlogerie and designer items. Luxury here transcends shopping; it's an immersive experience, with spas, five-star hotels, and exquisite restaurants providing unparalleled services. Despite the allure, luxury brands face sustainability challenges. In this harmonious blend of nature and opulence, the French Riviera stands as a highly coveted destination.



In Cannes, the heart of the French Riviera, luxury brands shine along
La Croisette, offering exclusive shopping and unforgettable
experiences in the most luxurious hotels. During the International
Film Festival, the red carpet becomes a stage for the latest creations
and jewelry. Despite the glamour, these brands must also face
challenges related to sustainable development. In Cannes, luxury is
not just a product; it's an integral part of the lifestyle, defining the
elegance and prestige of this unique place on the French Riviera.





PARFUMERIE FRAGONARD





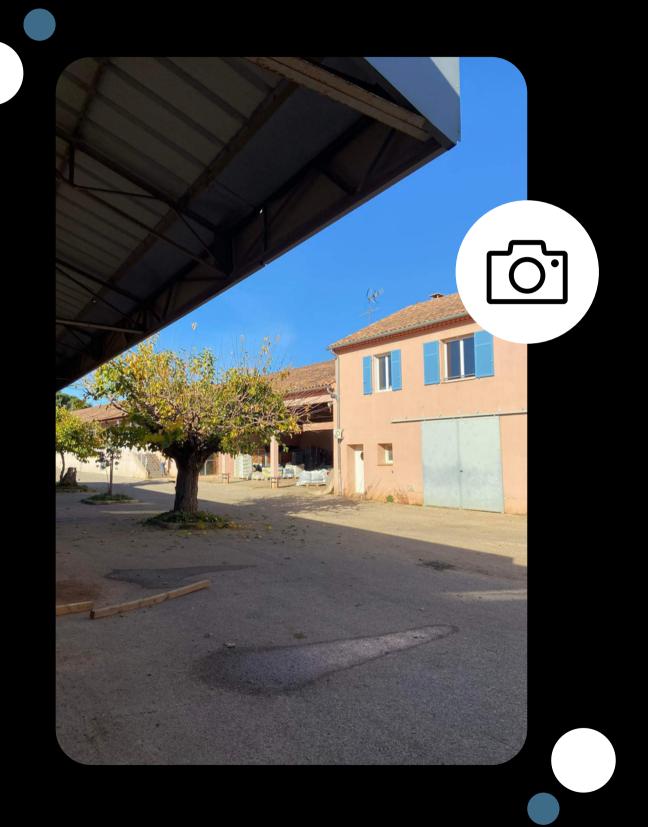
Fragonard, the renowned luxury perfumery on the French Riviera, embodies the essence of sophistication and olfactory artistry. Nestled in the heart of this picturesque coastal paradise, Fragonard offers a sensory journey through exquisite fragrances, capturing the essence of the Mediterranean. With a rich heritage and commitment to craftsmanship, this perfumery stands as a fragrant jewel on the azure shores, inviting visitors to experience the allure of timeless scents in an atmosphere of unparalleled elegance.



Employment in the luxury services sector on the French Riviera is a vital economic axis for the region. Exclusive hotels, restaurants, boutiques, and spa services not only contribute to a unique atmosphere but also generate numerous job opportunities. Employees in this sector not only serve customers but become part of the distinctive experience that defines the prestigious character of this picturesque corner of Europe.



France, with its vibrant economy and diverse industries, offers a plethora of opportunities for young individuals eager to gain professional experience. Whether through internships, apprenticeships, or specialized programs, the country provides a conducive environment for the development of skills and knowledge that are invaluable for a successful career.



Educational institutions and governmental initiatives contribute to fostering professional experience for young people. Universities and vocational schools often collaborate with industry partners to facilitate internships and ensure that curricula align with the evolving needs of the job market. Additionally, government-supported programs aim to reduce the gap between education and employment by providing subsidies to companies hiring young talent.







Apprenticeship programs play a crucial role in the French professional landscape. Combining onthe-job training with formal education, apprenticeships offer a unique opportunity for young people to earn while they learn. This model is particularly prevalent in sectors such as manufacturing, technology, and crafts, allowing apprentices to develop practical skills under the mentorship of experienced professionals.

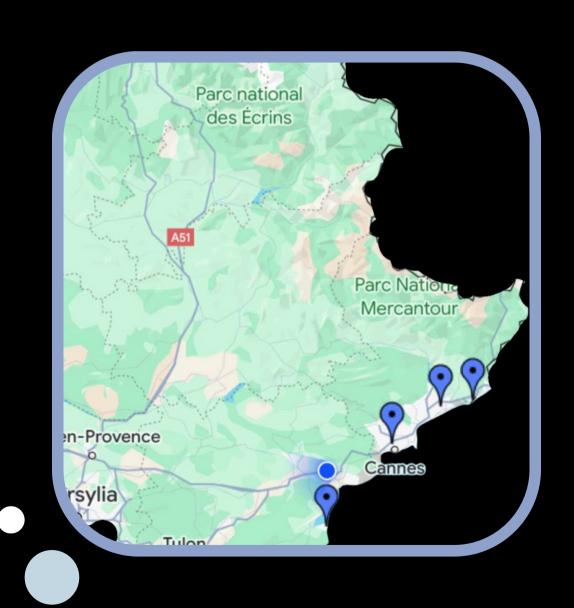


International exchange programs enhance the global perspective of young professionals. France's openness to international collaboration is reflected in various exchange programs. Young people have the chance to participate in exchange initiatives, broadening their horizons, and gaining cross-cultural experiences that are increasingly valuable in today's interconnected global economy.

CHALLENGES ALSO ACCOMPANY ENTREPRENEURSHIP IN THE TOURISM SECTOR. REGULATORY HURDLES, MARKET COMPETITION, AND EXTERNAL FACTORS LIKE GLOBAL EVENTS OR HEALTH CRISES CAN POSE SIGNIFICANT CHALLENGES TO ENTREPRENEURS. HOWEVER, ADAPTABILITY AND RESILIENCE ARE KEY CHARACTERISTICS OF SUCCESSFUL ENTREPRENEURS WHO NAVIGATE AND OVERCOME THESE OBSTACLES.

THIS SWOT ANALYSIS PROVIDES A SNAPSHOT OF THE ECONOMIC LANDSCAPES OF MASOVIA AND THE CÔTE D'AZUR, OUTLINING KEY FACTORS THAT MAY IMPACT THEIR GROWTH AND DEVELOPMENT.





Masovia:

Strengths:

- Strategic Location: Masovia's central location in Poland makes it a key transportation hub within the country and the broader European region.
- Diverse Economy: The region has a diverse economic base, including manufacturing, services, and agriculture, providing resilience against economic fluctuations.
- Skilled Workforce: Masovia benefits from a well-educated and skilled workforce, contributing to innovation and competitiveness.

Weaknesses:

- Infrastructure Challenges: Despite its strategic location, Masovia faces some infrastructure challenges, particularly in transportation and logistics, which may hinder economic growth.
- Income Disparities: There are significant income disparities within the region, with urban and rural areas experiencing different levels of economic development.

Opportunities:

- EU Funding: Access to European Union funds presents opportunities for Masovia to invest in infrastructure development, technology, and innovation.
- Tourism Potential: The region's historical and cultural attractions offer opportunities to boost tourism, contributing to economic growth.

Threats:

- Global Economic Uncertainty: Masovia's economy is susceptible to global economic trends, and uncertainties could impact its export-oriented industries.
- Competition from Other Regions: Intense competition from neighboring regions could pose a threat, especially if they offer
 more attractive business environments.

Côte d'Azur:

Strengths:

- Tourism Magnet: Côte d'Azur is a renowned global tourist destination, attracting high-spending visitors
 and contributing significantly to the local economy.
- High Quality of Life: The region's pleasant climate and scenic beauty make it an attractive place to live,
 attracting a skilled and international workforce.

Weaknesses:

- Dependence on Tourism: The heavy reliance on tourism makes the economy vulnerable to external shocks, such as economic downturns or global health crises.
- High Cost of Living: The cost of living in Côte d'Azur is relatively high, which could pose challenges for both residents and businesses.

Opportunities:

- Innovation and Technology: Leveraging the region's appeal, there are opportunities to develop and attract technology and innovation-driven industries.
- Green Initiatives: Côte d'Azur can capitalize on the global trend towards sustainable tourism and green initiatives to enhance its appeal.

Threats:

- Climate Change: The region is vulnerable to the impacts of climate change, including extreme weather
 events, which could affect tourism and infrastructure.
- Competition from Other Destinations: Emerging tourist destinations globally may pose a threat to Côte d'Azur's tourism dominance if not addressed strategically.

THANK YOU!

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