

U 32 - TRAVAIL ÉCRIT EN LANGUE VIVANTE ÉTRANGÈRE B

Exercice d'expression

ANGLAIS

LE MARCHÉ DES VOYAGES À L'ÉTRANGER

CORRIGÉ POSSIBLE

1 – FOND : Doivent apparaître les éléments suivants (1 point par élément) :

THE NEW TECHNOLOGIES

1. In the next ten years travel professionals will have to face significant changes. The GDS's (Global Distribution Systems) gradually spread in the 80's, but from now on, the new technologies can't be ignored and the Internet is a must. On-line sales will be booming: in 1998, the world turnover of electronic trade amounted to \$43 billion; it is expected to reach \$1,300 billion in 2003.
2. Flight-only tickets have already hit the highest score of all sales with \$2 billion and are expected to reach \$65 billion in 2009. The generalisation of e-tickets (electronic tickets) should improve the score.
3. Furthermore, connections to the Web will be made not only from PC's but also from mobile electronic terminals, personal organizers and phones to check flight schedules or change reservations.
4. The extranets between the firms and the retailers will facilitate commercial relationships. In 2001, 40% of the exchanges will go through such networks due to cheaper transmission costs.
(150 words)

TOMORROW'S TOURISTS

5. By 2020, France will come third behind China and the United States with 114 million tourists – they are 71 million today – but European visitors to France are a huge potential market for the travel agents and in 2002 the euro should be an incentive.
6. More French people will be travelling, mainly in France, but 40 million are expected to go abroad in 2010.
7. Economic recovery and the reduction in working hours mean more money and free time for leisure.
8. Deep changes will affect professional and family structures and cause new types of behaviour to appear.
9. The demand will be different. Both individualistic and attached to their families, French holidaymakers will need simple holidays with autonomy and collective activities as well as authenticity and comfort to take a break and recharge their batteries under the sun.
10. There are still good times ahead for sea vacations with kids' clubs. Health tourism and short breaks are likely to increase. Amusement parks, leisure centres (e.g. the Club Med World) and cruises should develop together with the emergence of a new type of discovery, for instance suburban tourism. (158 words)

CONCLUSION : HOW THE PROFESSIONALS MIGHT REACT

11. To meet a more diversified demand over a wider span of shorter vacation periods, tour operators might offer tailor-made products linked to a yearly contract adapted to each individual case.
12. But professionals have not yet been able to do it. (41 words)

2 – FORME : 8 points seront réservés à la qualité linguistique de la production (correction morpho-syntaxique + richesse lexicale générale et technique + mots de liaison) ainsi qu'à la présentation (écriture, mise en page, séparation des différents paragraphes).