

CORRIGE

QUESTION 1 – The characteristics of the new type of tourism described in the article.

DESTINATIONS:

- The farther, the better
- Less crowded / visited spots
- Off the beaten track e.g China, The Maldives, Botswana.

POTENTIAL CLIENTS:

- People looking for time and space
- Young people } independent,
- Experienced travelers } autonomous people
- Want good value for money (low cost airlines and on line bookings)
- Wealthier Western travelers but also a growing number of Asian tourists
- Eco-friendly attitude (respect for the environment, nature, people, culture).

ACCOMMODATION:

- Alternative accommodation
- Traditional accommodation still valid (spa holidays, cruises).

ACTIVITIES:

- Active holidays (horse riding)
- Local culture.

CONCLUSION:

Move towards more responsible tourism.

QUESTION 2: Design a holiday product that will be published in a brochure.

TRUE THAILAND

Discover community-based tourism at its best with our tailor-made programme in Northern Thailand.

The destination

Experience a cross-cultural journey to the hill tribes of northern Thailand.

The densely forested hills offer some of the most stunning scenery in Thailand, home to a rich flora and fauna.

Meet the Karens and gain an insight into their culture and expect some real and genuine experiences.

Our programme highlights

Our programme focuses on the creative talents of the hill tribe people.

In this Karen village, you will have a chance to stay with villagers and learn about their way of life by getting involved in daily activities such as cooking and basket-making.

Excursions into the deep rain forest will enable you to discover a great variety of orchids, and fern trees.

The area is protected and conserved by villagers so that wildlife is very diverse.

Sustainable travel aspects

Accommodation: You will have an opportunity to stay with a family and to enjoy the traditional Thai hospitality.

Local guides: For a better understanding of the community's lifestyle, the guides are members of the local community.

Groups: This is a 'small group adventure' – typically you will be sharing your experiences with a dozen or so like minded travelers.

Sustainable tourism: Our projects aim at strengthening the community and helping to conserve the natural and cultural heritage of the places we visit.

Decisions are made by the community and programmes are managed by the community for the community, with the purpose of encouraging sustainability and enabling learning among visitors to the community.

(260 words)

BAREME

Question 1 :

Fond : 4 points Forme : 4 points = **8 points**

Dans la production, on aimerait trouver au moins les 4 éléments suivants :

- Destinations
- Hébergement
- Les clients
- Les activités.

Question 2 :

Fond : 6 points Forme : 6 points = **12 points**

On retrouvera les mêmes éléments que précédemment mais adaptés à la situation choisie.

Le candidat devra faire preuve de connaissances personnelles sur la destination choisie.