

BREVET DE TECHNICIEN SUPÉRIEUR

VENTES ET PRODUCTIONS TOURISTIQUES

**E2 : COMMUNICATION EN LANGUES
VIVANTES ETRANGERES :**

ANGLAIS

Durée : 1 heure 30

Coefficient : 1,5

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CALCULATRICE ET TRADUCTEURS ELECTRONIQUES INTERDITS

*Dès que le sujet vous est remis, assurez-vous qu'il est complet.
Ce sujet comporte 3 pages numérotées de 1/3 à 3/3.*

CARIBBEAN

Grenada

**British Virgin
Islands**

Jamaica

**St Kitts
& Nevis**

The Caribbean is one of the most scenic regions and a vacationer's dream.

It's the world's most popular cruise destination: last year, nearly seven million North Americans chose to go on a cruise, an 18.5 percent improvement on 1999.

Some 45 new liners will boost passenger capacity by 54 percent according to the Caribbean development board.



Nevis

Preserving treasures in the tropics

Life in the British Virgin Islands (BVI) of today is how it always used to be in other parts of the Caribbean. There has been no major development, mass tourism or industry to spoil this group of around 60 islands.

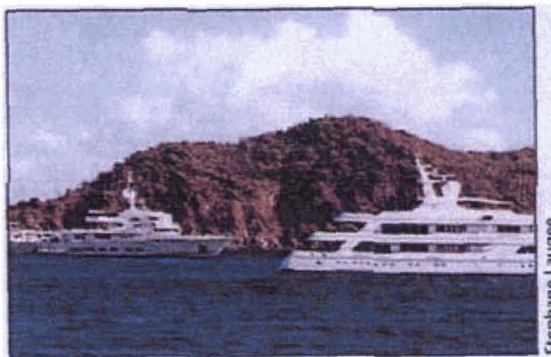
The islanders want to keep it that way – unspoilt, uncrowded and unpolluted.

“The BVI is the Caribbean center for ‘bare-boat’ chartering, where vessels are self-crewed. Around 1,000 yachts are based here and the harbor is being developed to accommodate larger vessels. This would fit in nicely with the BVI’s plans to become an important regional sailing center,” says Stanley Gordon, chairman of the BVI Tourist Board.

The islands are expensive, yet tourism has been growing at a phenomenal rate. The number of visitors in the second quarter of last year rose by 38.6 percent since the same period in 1999 to 102,866. Cruise ship passengers totaled 57,450, up 163.6 percent on the second quarter of 1999.

Much of this increase is due to more Europeans visiting during the summer months. Traditionally, the BVI have been a popular winter escape for North Americans, but today the islands are a year-round destination.

Stanley Gordon says that tourism, accounting for 55 percent of government revenues, is the biggest employer and the major contributor to the economy. The government is looking at



Americans come here to escape their winter

ways to increase visitor numbers, which include opening a brand-name hotel with a conference center on the main island, Tortola.

There are plans for a multi-million dollar health spa and five-star resort on Beef Island. The project, known as Bougainvillea Clinic, would employ more than 200 people and construction could start as early as this summer.

The BVI offer a range of upmarket pursuits, such as sailing and other watersports. You can also charter boats or explore underwater in one of several well-known diving locations.

Many visitors are professional couples in their 30s and 40s, some of whom come to the islands to get married or for their honeymoon. The BVI are ideal for those vacationers hoping to ‘get away from it all’. You might have a tropical island all to yourself for a day, and there are hundreds of deserted beaches to choose from.

Attractions on Tortola include a folk museum, botanical gardens and Sage Mountain – at 1,870 ft, the highest point in the BVI. There are historic

ruins to explore, including abandoned plantations and a gun emplacement built by the Dutch in the 17th century.

Virgin Gorda island offers a healthy walk through a national park to its highest peak at 1,500 ft. This was where *RMS Rhone*, a 310 ft Royal Mail ship, set off from in 1867 before it sank in a hurricane. The site is now a national marine park, and the remains of the vessel have become popular with divers.

The coral atoll of Anegada is renowned for miles of uninterrupted beaches. It boasts several good restaurants and bars, but the island mainly attracts divers who come to search the 80 shipwrecks beyond the reef.

Other islands include Jost Van Dyke, with its painted wooden houses, and the uninhabited Norman Island, reputedly the setting for Robert Louis Stevenson’s *Treasure Islands*.

Adapted from *Time Magazine*
June 2004

A USAGE INTERNE**TRAVAIL A EFFECTUER EN ANGLAIS**

After reading the documents, write a **flyer** promoting the Caribbean:

1- Imagine a catchphrase that would instantly attract a vacationer to the Caribbean.

(1 point)

2- Write a promotional text praising the merits of the Caribbean islands.
(200 to 250 words)

(14 points)

3- Give the details of the following package: (50 words)

- Vol régulier aller et retour (7 heures environ) au départ de Londres Gatwick avec transferts et taxes d'aéroports inclus.
- Séjour de 7 nuits en pension complète (sauf boissons) en hôtel 4 étoiles en bord de mer.
- Accès gratuit à toute la gamme des activités nautiques proposées à l'hôtel.
- Excursions en supplément.

(5 points)