

SESSION 2009

BREVET DE TECHNICIEN SUPÉRIEUR

VENTES ET PRODUCTIONS TOURISTIQUES

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

ANGLAIS

Durée : 1 heure 30

Coefficient : 1,5

L'usage du dictionnaire est interdit.

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.*

Document 1 Just popping over to Rio for the weekend ...

By Simon Mills

Cash-rich/time-poor travellers are ignoring environmentalists' requests to limit air travel to a minimum and, instead, are indulging in ever more ambitious mini-breaks to wildly exotic locations.

According to a survey by Halifax, these breaks will increase by more than a third this year, with the number of Brits travelling to destinations including Hong Kong, New York and Rio de Janeiro for just a few days rising from 3.7m in 2007 to 4.9m in 2008. All of them childless, hedonistic, no-sleep-'til-Monday-morning City boys, I'm guessing.

You see, the environment isn't a paramount issue when you are chained to your desk for 14 hours a day, single and earning over £200K a year. What you want is a short, sharp blast of hedonism/luxury/adventure, as far away as possible from the beery male weekenders of Prague and Barcelona.

Steppes Travel is currently offering long-weekend breaks to Syria, Libya and Cuba as well as a three-day gorilla-watching adventure in Uganda.

The outbound flight, once seen as a deterrent, is often central to the itinerary. Even in club class, long-haul flying used to be an uncomfortable experience with badly engineered seating, lousy food and cheap wine .

Nowadays, the spoiling starts when you get in the limousine and make your way to the up-market wireless(1) lounge for a few glasses of champagne. Then it's on to the plane, where a most comfortable and roomy seat awaits you.

(1) Wireless : equipped with wifi

Adapted from *The Guardian*, 11 March 2008

Document 2 Long-haul short breaks 'rising in popularity'

British people are showing an increasing willingness to travel to long-haul destinations for relatively short breaks, according to research.

A survey by Halifax Travel Insurance found that more than 3.7m British people flew over 5.5bn miles for short breaks in the past year, taking a flight of at least seven hours for a holiday lasting less than a week.

Attracted by the strength of the pound against the dollar 1.9 million people travelled to the US for a short break last year. The Far East and India are also popular destinations.

This trend is set to continue this year, with 4.9m people already having booked long-haul mini breaks for 2008.

Paul Birkhead of Halifax Travel Insurance said: 'Better airline quality, the lure of winter sun, favourable exchange rates and cheaper long-haul flights have created a boom in demand for long-haul mini breaks, with millions of us enduring long flights for a weekend break on the other side of the globe.'

Adapted from news.opodo.co.uk, 10 March 2008

Document 3 More people are going on long-haul breaks to escape a miserable British summer

By Mondon Laure

An analysis of holiday bookings made through online travel agency www.holidays-direct.co.uk reveals that if people are investing in a holiday, they are making sure it is a memorable one.

The poor weather in Britain has certainly been a good thing for the travel industry as thousands each week jet off to the sun.

This summer has seen higher than average sales for holidays in the Caribbean, Dubai and Thailand.

“With the lousy weather here, people cannot consider getting away from the sun – despite the cost. We all need cheering up, so a holiday is a luxury that has become a necessity for many!”

Adapted from categorynet.com , 19 August 2008

TRAVAIL À EFFECTUER EN ANGLAIS

Vous devez traiter les deux questions :

- 1) After reading the three documents, explain the growing success of long-haul short breaks.

150 words (+/- 10%)

10 points

- 2) Choose **one** of the long-haul destinations mentioned in the documents. What would you say to recommend it to potential visitors?

200 words (+/- 10%)

10 points

(vous indiquerez le nombre de mots utilisés pour chacune des tâches)