

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 bilingue n'est pas autorisé.

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 from the *Travel Trade Gazette*, May 19 2003 (adapted)

EASYJET BOSS Stelios Haji-Ioannou has unveiled plans for a no-frills cruise line (EasyCruise) which will require passengers to bring their own bed-sheets and clean their own cabins.

They will sleep on mattresses on the floor and pay extra for all food, drink and entertainment.

Cabins will be small and made of glass fibre, with integrated bedrooms and bathrooms. There will be no cabin stewards, and only a skeleton housekeeping team.

Fares will be just £30 per night, falling to £10 on less popular routes. All bookings will be made online.

Speaking at the Cruise and Ferry Exhibition in London, Mr Haji Ioannou said: "We aim to have a 50 per cent cost advantage over our competitors. If you make something cheaper, you open it up to people who cannot currently afford it.

"A cruise is a journey to nowhere - the only things that are interesting are the ports of call."

Trade reaction was hostile.

Cruise specialist Andrew Dickson said: "There is a fine line between making cruises affordable and trashing the product, and this seems to be a step too far. Stelios merits a red card for bringing the cruise industry into disrepute".

Passenger Shipping Association director Bill Gibbons said: "It sounds more like a ferry than a cruise." Mavis Rider (Cruise Club of Upminster) likened the concept to a "bus service". She said: "It will be rubbish. I don't think anybody would be interested."

But the launch of EasyJet in 1995 was greeted with similar contempt - and it and Ryanair went on to revolutionise the UK airline industry.

The proposed sailings would be between six to eight Mediterranean ports in France, Spain and Italy.

Document 2 from the *Travel Trade Gazette*, May 19 2003 (adapted)

Trade dismisses EasyCruise threat

CRUISE OPERATORS and agents claim Stelios Haji-Ioannou's no-frills cruise venture poses no threat.

They suggest the market would be "limited to back-packers" and that prices would work out "no cheaper than a proper cruise".

"If P&O's Ocean Village is offering a seven-night all-inclusive cruise for £399 including flights, then EasyCruise is not a bargain."

"It will be self-catering cruising. "If people have to pay for everything as they go, the bill will be higher than £30 a day."

"You can get some four and five-star cruises for between £40 and £50 a day - and you get your bed made."

"There is a limited market for people who want to bring their own sheets - maybe backpackers."

Document 3**Are Passengers Less Satisfied?** by Mike Driscoll (adapted)**From the *CruiseMates* web site <http://www.cruisemates.com/articles/feature/Satisfied.cfm>**

"One of the reasons the cruise industry grew was because people who didn't want to cruise in the first place came back from a cruise and quickly told their friends how they had the time of their life. So their friends tried a cruise, and they too came back talking up the vacation."

Many travel agents admit that the 'wow'¹ factor of cruising is not what it once was. Agents say service levels have declined as ships have grown in size. Cruising is less intimate, more homogenized.

Another factor making cruising less special is the nickel and diming²: prices for photos, alcoholic drinks, gift shops, shore excursions and, of course, the speciality restaurant surcharges. It's not the cost in itself, it's just that people want to relax and forget about money when they're on a cruise.

¹ Wow : interjection expressing surprise and admiration

² nickel, dime: U.S. coins worth five cents and ten cents

Document 4**From the *Hotel Online* web site****http://www.hotel-online.com/Neo/News/PressReleases1998_3rd/Sept98_CruiseStudy.html**

Cruisers are generally frequent travellers, with a special preference for independent trips, resort vacations and package tours. Their preference for cruise vacations, however, is very strong. What attracts them in cruises are fine dining, relaxation, the opportunity to visit several destinations, their hassle-free nature, pampering, ease of planning, entertainment, luxuriousness, value for money spent, variety of activities, as a means of meeting interesting people, excitement and adventurousness, fun, the ability to explore a destination that one might want to return to, safety, romantic atmosphere, learning experience, and comfortable accommodations.

TRAVAIL À EFFECTUER

After reading the documents

1. Present the main characteristics of the EasyCruise product (100 words)
6 points
 2. Using the documents and your own knowledge of the cruise market, give your point of view on the project. (200 words)
14 points
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