

SESSION 2008

**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 2 pages numérotées de 1/2 à 2/2.*

## ADVENTURE COMPANY

### **Our responsible travel policy**

Tourism is one of the world's largest industries. While this creates many benefits that contribute to national and local development, it can also impact negatively on the environment and local cultures.

By travelling responsibly with Adventure Company, you can make a real, positive difference to the people and places you visit.

### **What we are doing**

There are three strands to our policy on Responsible Travel. The first relates to the way our trips operate; secondly we provide information to tell our clients about how to avoid the potential negative effects of travel and help them to act responsibly; thirdly we support specific charities and local projects.

### **Our style of travel**

Travelling as a small group goes a long way to reducing the impact of travel. Staying in local-style accommodation – or even as guests of locals – is also very important. We avoid internationally owned hotels where we can because we want the money generated by our stay to benefit local people directly. Doing this also removes the need for scarce resources to be diverted to provide special tourist facilities.

Using local transport is important too – it's fun and adds variety to a trip but it also provides opportunities to mix with local travellers and channels money into the right hands.

Contact with local people is a key feature of every trip. This is one of the best ways of creating understanding and tolerance between cultures. Local group leaders are employed on more than 90% of our trips. This gives our clients a further chance to mix with residents of the host country and puts money directly into local hands.

Group leaders will point out opportunities to purchase local products and will alert you to issues of trade in endangered species. They are trained and briefed according to our Responsible Travel policy and will help you to minimise any negative social impact, protect the environment and reduce waste. Special measures are taken to protect the natural environment when trekking or visiting sensitive or fragile ecosystems.

In order to limit the social impacts of travel, we provide plenty of information about local religions, customs and sensibilities, as well as background information about food, politics and history.

We are always trying to do more and feel that we have created a culture within our company that can only lead to further advances.

<http://adventurecompany.co.uk> July 2007

**TRAVAIL À EFFECTUER**

**You work for "Adventure Company"**

**A** – Using the document and your own knowledge say how a responsible traveller should behave.

**(150 words)**

*8 points*

**B** – Adventure Company offers a wide choice of holidays all over the world.

Choose a destination, write a promotional text, highlighting its attractions.

(remember the company's responsible travel policy.)

**(175 words)**

*12 points*

**CORRIGÉ ET BARÈME**

**A -**

Exemple:

A Responsible Traveller should:

- Find out about his destination...
- Go equipped with some basic words and phrases.
- Dress respectfully not to offend local people.
- Buy locally made goods and use locally provided services.
- Pay a fair price for the goods and services he buys...
- Ask permission to take photographs or videos
- Avoid conspicuous displays of wealth, especially in very poor communities.
- Support environmental projects rather than give money to beggars.
- If he wants to give something, he should give something practical.
- Save the environment; choose a hotel that has a responsible Travel Policy.

Modèle à étoffer.

*5 points pour l'information, 3 points pour la langue.*

**B -**

On notera :

- 1- Pertinence du choix de la destination, information, argumentation.  
*5 points*
- 2- Qualité, richesse de la langue, adéquation du style à la nature du document promotionnel.  
*7 points*