



SERVICES CULTURE ÉDITIONS
RESSOURCES POUR
L'ÉDUCATION NATIONALE

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Base Nationale des Sujets d'Examens de l'enseignement professionnel.**

Campagne 2010

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SESSION 2010

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 4 pages numérotées de 1/4 à 4/4.*

Document 1

The Complete Guide To Mexican Shores

The traveller will discover dramatic coastal scenery, laid-back resorts and aquatic playgrounds - not to mention hundreds of fabulous beaches.

Cancún, where the majority of British visitors to Mexico arrive on charter flights from the UK, is mainly offered as part of packages by Thomson and Thomas Cook.

Between the Caribbean on one side and a tropical lagoon on the other are all the bars, restaurants and shops you could want. Cancún is closer to Miami than it is to Mexico City - and sometimes it shows. But there is one big difference between Cancún and other Caribbean holiday hotspots: you can step straight from the sand to an ancient Mayan temple in the garden of the Park Royal Piramides. The temple is a relatively small structure compared with the giant hotels all around it and it is over 500 years old.

A 100-mile stretch of coastline south from Cancún has been named the "Riviera Maya".

This is also the jumping-off point for Cozumel, served by frequent ferries - and also by some direct charter flights from the UK. The reefs off the coast of this island offer some of the best diving in the world. If you're just looking for a good beach, head to the less developed East coast.

The other big aquatic attraction on the Mayan Riviera is at Xcaret, just outside Playa del Carmen, where you can swim in a subterranean river or visit a recreated Mayan village.

By far the most impressive ruins on the Mayan Riviera are those at Tulum, a fortified coastal town 60 miles south of Playa del Carmen. Tulum is an ancient Mayan city within day-trip range of Cancun. Entrance to the site is through a gap in the walls that surrounded the city on three sides; on the fourth side is the Caribbean. Inside are several groups of buildings, including a palace, residential homes and temples. The most remarkable of these is the Temple of the Frescoes, whose inner walls - partially restored to their original green and red colours - are decorated with murals of a goddess. This is thought to have been one of the last monuments built by the Maya before their conquest by the Spanish.

Adapted from *The Independent* (23 May 2009)

Document 2

Mexico update

With the outbreak of swine flu still fresh in everyone's minds, Mexico might not seem like the most tempting destination to your customers at the moment.

However, the Foreign Office lifted its travel alert advising against all but essential travel to Mexico on May 15, so it's business as usual. Travel insurance policies are valid again, and the charters started flying back in on May 22.

The Mexico Tourism Board is working to tempt visitors back, following fears that as many as 30,000 of the 300,000 British expected to visit the destination this year have now been put off.

Elegant Resorts commercial director Alison Scott says: "Since the ban has been lifted on travel to Mexico, we are seeing a healthy amount of enquiries. There are some superb value offers in Mexico at the moment, and all the hotels offer absolutely outstanding levels of service, accommodation, cuisine and facilities, so in many ways there's never been a better time to visit."

Cosmos resumed operations to Cancun from Manchester on May 27 and Gatwick on June 2. Cosmos head of specialist products Sara Gelder says: "Understandably, hoteliers are offering significantly reduced bed rates to attract holidaymakers back – some have discounted up to 50%.

Cancun really is an excellent product, which already offered fantastic value for money so we are sure the market will pick up quickly."

Adapted from *Travel Weekly* (18 June 2009)

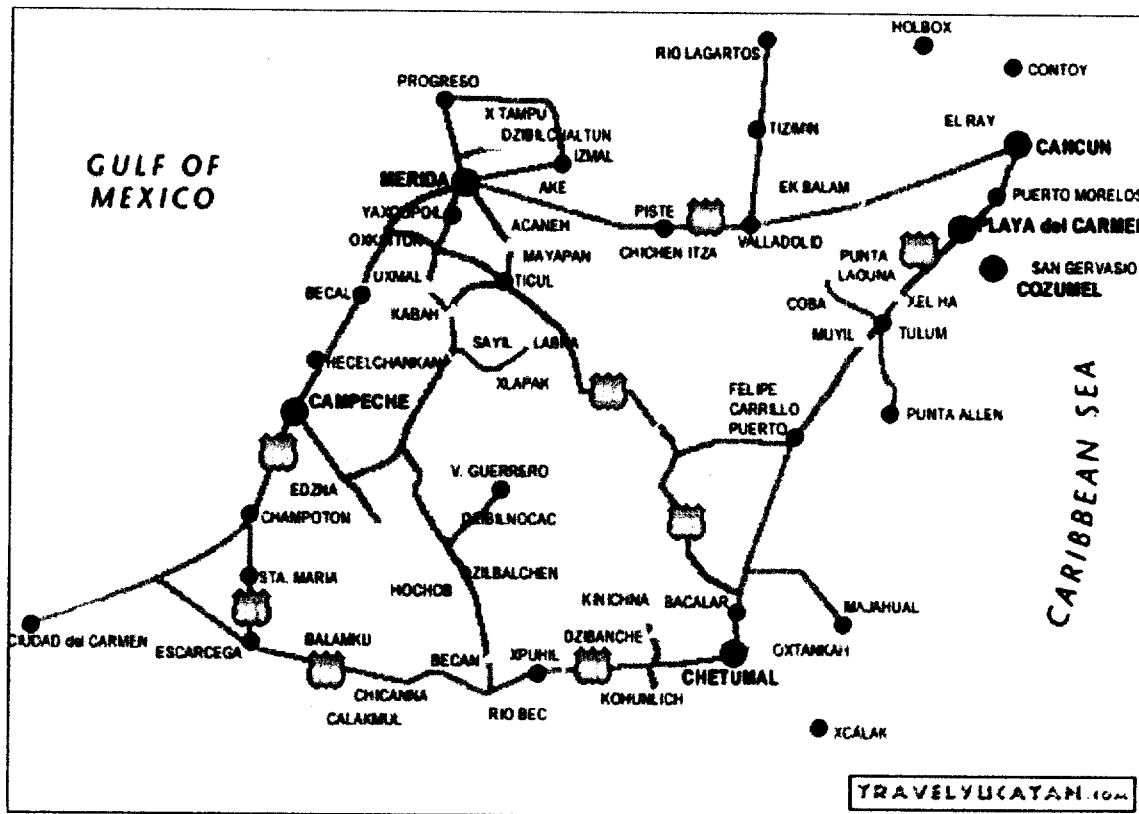
Document 3

Weather

June to October are the hottest and wettest months across most of Mexico. No time is a bad time to visit Mexico, though the coastal and low-lying regions, especially in the southern half of the country, are fairly hot and humid from May to September (these are the months of highest rainfall and highest temperatures almost everywhere). The interior of the country has a more temperate climate than the coasts. In fact, it's sometimes decidedly chilly in the north and the center from November to February.

Source: <http://www.lonelyplanet.com/mexico/weather>

Document 4



Source : www.travelyucatan.com/yucatan-peninsula-map

TRAVAIL A EFFECTUER EN ANGLAIS

Your travel agency (Fabhols, 22 Sunrise Boulevard, London WC1N 3AU) has received the following email:

From: bill.knott@hotmail.com

To: contact@fabhols4U.co.uk

Date: April 17, 2010 4:58 p.m.

Subject: inquiry about summer holidays

Hello,

We're looking for inspiration for our next holiday and I'm sure we need the help of an expert. We'd like to escape the blues of a summer holiday in England for about 2 weeks late June / early July; we're looking for a mix of sunshine and culture for our family (our kids are aged 7 and 10).

On the web, we've seen some nice properties in the Dominican Republic, but we don't want to spend the whole holiday on the beach or by the hotel pool.

Do you think Mexico could be a good choice but what about the swine flu? Is early summer the best time to visit this country?

Thank you for your help.

Best regards,

Bill Knott

10 Westbourne Grove
Morden, Surrey SM4 5RR

You are M. Cooper. **Write a letter** to Mr. Knott to recommend the destination that will meet all the requirements of the Knott family.

You will suggest a package and explain what it includes.

You will justify your choice with the help of the documents and your own knowledge.

Do not forget to answer all his questions.

(300 mots + ou - 10%) 20pts