

SESSION 2008

<p><b>MENTION COMPLEMENTAIRE</b></p> <p><b>TELEBILLETTERIE ET SERVICES VOYAGES</b></p>
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**E3 : COMMUNICATION TOURISTIQUE**  
**EN LANGUE VIVANTE ETRANGERE**

**LVB : ANGLAIS**

**Durée : 1 heure 30**

**Coefficient : 2**

*L'usage du dictionnaire unilingue ou bilingue est autorisé.*

*Les dictionnaires numériques sont interdits*

*Les calculatrices sont interdites*

Barème : Compréhension : 15 points  
Traduction : 10 points  
Expression : 15 points

*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.*

# TRAVAIL À EFFECTUER

## I - COMPRÉHENSION ( 15 points )

Vous faites un compte rendu en français à votre chef d'agence du document ci-dessous (environ 140 mots). Indiquez le nombre de mots utilisés.

### Fly Them Like Gods

The Chairman of Jet Airways, Naresh Goyal, who started his career as a ticket agent, founded Jet in 1993. Jet was India's first private domestic carrier, and is now the country's largest private airline. Goyal, one of India's 10 richest people, spoke to NEWSWEEK's Vibhuti Patel about Jet's expansion and the global airline business.

**Patel: Why are you entering the international market now, just as airlines are struggling with high fuel costs?**

**Goyal:** Very few airlines make money. Indian carriers' share is only 20 percent of our captive market; 80 percent of the traffic into and out of India goes to foreign airlines because of their reputation.

Nearly 30 million Indians live overseas, all doing very well. If Indians can run other businesses, why not airlines? Indians are raised to treat the guest as god; that's our culture. Our cost in India is lower than elsewhere, our productivity is higher than most. Everybody pays the same price for fuel but our costs are lower. We don't have union problems. Western companies have to provide health care, pension funds, big benefits. Asian airlines operate by building company loyalty. If we don't treat our staff like family, they leave.

We want to operate wherever our markets are. We know Indians—whether they are Indian-Americans, or British Indians, or the 4 million Indians in the Gulf—no matter what their passport, we know their culture, their habits, what they want to see, what food they want to eat, how we can personalize our services for them. I'm certain we will become the first choice of Indians in that market.

Abridged and adapted from *Newsweek* July 16, 2007.

## II - TRADUCTION (10 points).

A growing number of tourists are willing to forgo five-star hotels and lavish meals to live a simpler life for a while, whether in a Buddhist monastery, a Mongol tent or a village hut in Cameroon. For globe-trotters, taking in the sights is almost secondary to connecting with people and absorbing their customs. Tourists have turned into travelers.

When uninformed, however, visitors to remote areas can devastate an already fragile way of life. For example, some associations now advise against travel to Botswana, where tribal bushmen were recently evicted by government from their lands in the central Kalahari Game Reserve. And as they learn more about others, many travellers re-evaluate what's important back home.

Abridged and adapted from *NEWSWEEK International*, April 18, 2005

### III - EXPRESSION (15 points)

Vous êtes John Cox de l'agence Worldwide Tours. Vous rédigez un fax **en anglais** à Monsieur Baxter et son associé afin de leur confirmer les points suivants concernant leur voyage d'affaires à Sydney.

- Réservation de deux billets aller-retour en classe affaires sur British Airways Londres /Sydney (vol BA 0015) ; Départ de Heathrow Airport le 8 octobre à 21h35. Arrivée à Sydney le 10 octobre à 5h15.

- Retour sur le vol BA0016 le 14 octobre à 15h30, arrivée à Heathrow le 15 octobre à 5h55.

- 4 nuits à l'hôtel Shangri-la à Sydney (5 étoiles). Réservation de deux chambres simples avec vue sur le port de Sydney.

- Deux places pour la représentation du samedi 13 octobre à l'opéra de Sydney. Les places seront à retirer à la réception de l'hôtel.

- Règlement du solde un mois avant le départ.