

Compréhension de l'oral, de l'écrit et expression écrite

L'ensemble du sujet porte sur l'**axe 1** du programme : **Identités et échanges**.

Il s'organise en deux parties :

- 1. Compréhension de l'ensemble des documents ;**
- 2. Expression écrite.**

Afin de respecter l'anonymat de votre copie, vous ne devez pas signer votre composition, ni citer votre nom, celui d'un camarade ou celui de votre établissement.


Vous disposez tout d'abord de **cinq minutes** pour prendre connaissance de **la composition** de l'ensemble du dossier et des **consignes** qui vous sont données.

Vous allez entendre trois fois le document vidéo.

Les écoutes seront espacées d'une minute.

Vous pouvez prendre des notes pendant les écoutes.

À l'issue de la troisième écoute, vous organiserez votre temps (**1h30**) comme vous le souhaitez pour traiter **en anglais** la compréhension de l'ensemble des documents (partie 1) et le sujet d'expression écrite (partie 2).

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Les documents :

- Document vidéo

Titre : *Eco-tourism in Kenya*

Source : *CNBC Africa*, 28th January 2010

- Texte 1

"I always hated holidays, even as a kid. Such a waste of time, sitting on the beach, making sandpies, when you could be at home doing some interesting hobby. [...]"

"What d'you mean?"

"I'm doing to tourism what Marx did to capitalism, what Freud did to family life. Deconstructing it. You see, I don't think people really want to go on holiday, any more than they really want to go to church. They've been brainwashed into thinking it will do them good, or make them happy. In fact surveys show that holidays cause incredible amounts of stress."

"These people look cheerful enough," said Bernard, gesturing at the passengers waiting to board the flight to Honolulu. There were now quite a lot of them, as the time of departure neared: mostly Americans, dressed in garish casual clothes, some in shorts and sandals as if ready to walk straight off the plane on to the beach. [...]"

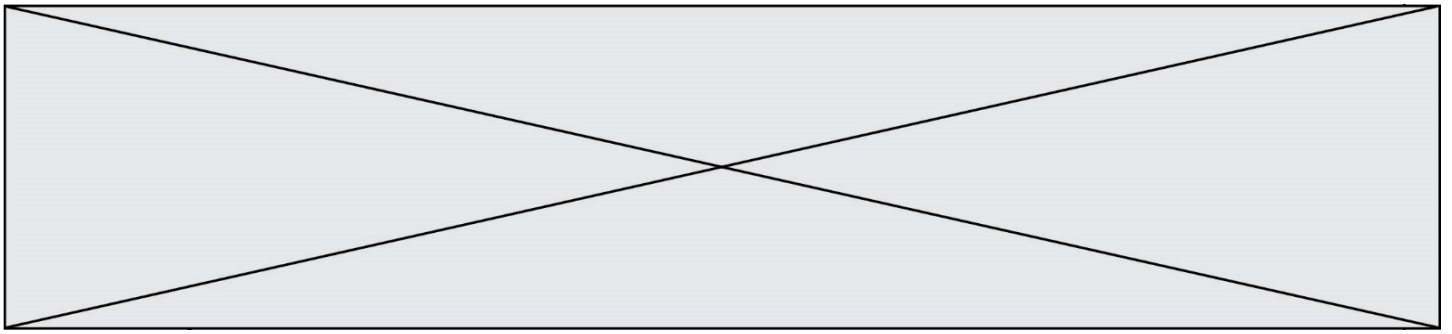
"So you're going to study sightseeing in Hawaii?"

"No, no, it's a different type of tourism. Sightseeing's not the real selling point of the long-haul beach holiday: Mauritius, the Seychelles, the Caribbean, Hawaii. Look at this" – He whipped out of his briefcase a holiday brochure, and held it up in front of Bernard, concealing with his hand the printed legend on the front cover. It featured a coloured photograph of a tropical beach – brilliantly blue sea and sky, blindingly white sand, with a couple of listless human figures in the middle distance reclining in the shade of a green palm tree. "What does that image say to you?"

"Your passport to paradise," said Bernard.

Sheldrake looked disconcerted. "You've seen it before," he said accusingly, removing his hand to reveal these very words.

"Yes. It is the Travelwise brochure," Bernard pointed out.



25 “Is it?” Sheldrake examined the brochure more closely. “So it is. Never mind, they’re all the same, these brochures. I’ve got a bundle of them in here, same picture, same caption on every one, more or less. Paradise. It bears no resemblance to reality, of course.”

“Doesn’t it?”

30 “Six million people visited Hawaii last year. I don’t imagine many of them found a beach as deserted as this one, do you? It’s a myth. That’s what my next book is going to be about, tourism and the myth of paradise.”

David Lodge, *Paradise News*, 1991

- **Texte 2**

If Seeing the World Helps Ruin It, Should We Stay Home?

In the age of global warming, traveling — by plane, boat or car — is a fraught choice. And yet the world beckons. The glaciers are melting, the coral reefs are dying, Miami Beach is slowly going under.

5 Quick, says a voice in your head, go see them before they disappear! You are evil, says another voice. For you are hastening their destruction.


[...] And yet we fly more and more.

10 The number of airline passengers worldwide has more than doubled since 2003, and unlike with some other pollution sources, there’s not a ton that can be done right now to make flying significantly greener — electrified jets are not coming to an airport near you anytime soon.

Still, we wonder: How much is that one vacation really hurting anyone, or anything?

15 It is hard to think about climate change in relation to our own behavior. We are small, our effects are microscopically incremental and we mean no harm. The effects of climate change are inconceivably enormous and awful — and for the most part still unrealized. You can’t see the face of the unnamed future person whose coastal village you will have helped submerge. [...]

In February, my family of three flew from New York to Miami for what seemed like a pretty modest winter vacation. An online carbon calculator tells me that our seats generated the equivalent of 2.4 metric tons of carbon dioxide.

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20 Throw in another quarter-ton for the 600 miles of driving we squeezed in and a bit for the snorkeling trip and the heated pool at the funky trailer-park Airbnb, and the bill comes to about 90 square feet of Arctic ice, an area about the size of a pickup truck.

When I did that calculation, I pictured myself standing on a pickup-truck-sized sheet of ice as it broke apart and plunged me into frigid waters. A polar bear glared hungrily at me.

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The New York Times, June 3rd, 2019

1. Compréhension de l'ensemble des documents (10 points)

Give an account of the three documents, **in English** and in your own words, focusing on the different types of tourism and

- their importance for the economy, and their impact on the environment;
- the challenges that can be faced regarding the environment and the visitors' aspirations;
- their evolutions and the ways they may reflect the values/ aspirations of a society.

2. Expression écrite (10 points)

Sujet A

You have been hired to become the new community manager of ecotourismkenya.org. Write your first post to promote the benefits of responsible practices within the tourism industry.

Sujet B

How do you imagine the tourism of the future? Explain your point of view.