

**BREVET DE TECHNICIEN SUPÉRIEUR
VENTES ET PRODUCTIONS TOURISTIQUES**

**E2 : COMMUNICATION EN LANGUES
VIVANTES ETRANGERES :**

ANGLAIS

SESSION 2013

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.*

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DOCUMENT 1

What is Slow Travel?

"Slow down". This is the simple message of the Slow Movement. In today's high-speed world of fast food, jet planes and instant communication, we are losing touch with ourselves, with each other, and with the earth, says the Slow Movement.

Like 'slow food' and 'slow media,' 'slow travel' is a part of the movement. It's a reclaiming of what has been lost in today's hyper pace of life and travel. It's a state of mind while travelling. It's a personal approach.

We asked professionals for their opinion. Here is what they think:

Laurel Angrist, Editor, The Travel World :

"Slow travel, to me, means slowing down your pace to appreciate the journey you take along the way - to see sights that travellers often bypass, to experience local culture far away from the tourist traps, to meet people and get a feeling for their lives while treading lightly on the local environment".

Jen Aston, Director, whl. travel Africa, regional office:

"To me slow travel is about developing a sense of belonging in the communities you visit. Learning your way around and finding the amazing bakery or the unusual market that never gets featured in guidebooks. It's about cultural experiences and making memories. It's not about the places you saw, but rather about the people you met and what they taught you along the way".

Andre Franchini, CEO, Hotel Link Solutions :

"Slow travel is travelling without a strict schedule or itinerary. It is about staying longer and merging with the local scene, doing the regular things you would normally do in your own place: taking a bus, sending a correspondence, buying groceries. It is talking to a stranger for a long time and enjoying even the silent minutes of no talking. It is walking with your camera and realising that at the end of the day you took less than a handful of photos. It is entering a shop and not buying anything, just to watch the people and their ways".

Wallace Faria, Director WHL Group*, regional office:

"In my opinion, haste is the enemy of the perfect trip. Rent an apartment instead of staying in a hotel. Read the local newspaper. Stray from the postcard sites and get lost!"

Adapted from WHL Group <http://www.the-travelworld.com> February 2012

*** WHL Group is the largest local-travel company in the world. It helps travellers to find unique ways to experience a destination through local tourism.**

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DOCUMENT 2

JUST SLOW DOWN

"While out wandering the streets of my city, I see hundreds of tourists. Camera in one hand, guide book in the other, they pose in front of monuments, not stopping to look around in the rush to get through their must-see list before their 48 or 72 hours are up.

Returning home, they must be exhausted. I imagine them flicking through their photos - happy to have been there, done that, got the T-shirt.

Slow Travel - taking time over travel to enrich the experience - means looking around and embracing the real life of a place rather than accepting the offerings of modern tourism. By meandering and lingering, one can enjoy the details, instead of rushing right past them".

Paul Sullivan, a Berlin-based author, journalist and photographer and the founder of slowtravelberlin.com

Adapted from Easyjet magazine , June 2012

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TRAVAIL A EFFECTUER

You work for WHL Group. You have received an email from Mr and Mrs Millar. They are planning next year's holiday but are tired of mass tourism and are looking for something different.

Using the documents and your own knowledge, reply by email. Explain the concept of slow travel and suggest a holiday in keeping with this type of tourism.

Make sure you use your own words

300 words (\pm 10%)

Indiquez le nombre de mots utilisés.

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