

Brevet de Technicien Supérieur  
**MANAGEMENT EN HÔTELLERIE RESTAURATION**  
**Options A - B - C**

Épreuve écrite E2  
U22 – Langue vivante étrangère B  
**ANGLAIS**

Durée : 2 heures

Coefficient : 2

**L'usage d'un dictionnaire unilingue est autorisé.**

**Les dictionnaires numériques sont interdits.**

**Tout autre matériel est interdit.**

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Dès que le sujet vous est remis, assurez-vous qu'il est complet.

Le sujet se compose de 3 pages, numérotées de 1/3 à 3/3.

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## Why hotels should adopt mobile key to unlock a great guest experience

### A digitally demanding generation

While airlines and other travel companies have adopted mobile check-in as a standard solution, hotels have been slow to adopt mobile solutions that would help streamline the guest experience and solve the pain points around the check-in process. However, there is  
5 a clear demand for hotels to speed up the arrival process. Research shows that waiting more than 5 minutes to check-in leads to a 50% drop in guest satisfaction.

The new generations are growing up in a technologically advanced world, where travelling and communicating go hand-in-hand and are easier than ever before. It's estimated that 85% of international travellers have some kind of mobile device while exploring the world,  
10 with millennials soon to be the biggest bookers of hotel rooms, and also the biggest critics. Looking for a more personalised experience, while at the same time prioritising sustainability over financial rewards, they are looking to interact with their hotel digitally, from the initial booking experience to online chat. They are looking to easily find information about local restaurants and facilities available. When information is easily available to guests and they  
15 can simply enjoy their experience, they will happily leave good reviews and, as we know very well, reviews are vital to any online business today.

While leisure travellers might still enjoy spending time speaking with the hotel staff at the reception to receive tips and recommendations, business travellers value their time probably more than anything else, and welcome any digital solution that makes their life easier and  
20 speed up lengthy activities.

### How to adopt mobile key solutions

Self-service solutions can help you save time while improving the guest experience. Plastic key cards or traditional room keys are becoming a thing of the past. Keyless entry solutions offer a convenient and modern solution while saving hotels time from programming, tracking  
25 and replacing old-style keys. [...]

Four years ago, the Hilton hotel group started to try the mobile digital key. The trial was certainly successful as today the keyless mobile entry technology is available through the Hilton app in more than 1,700 hotels in the US and Canada, with more than 11 million uses to date. [...]

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30 Today, independent hotels can offer mobile digital keys through their own branded app. With guests increasingly expecting to be able to do most actions from their phones and to book the perfect room for their requirements, why not help them to speed up their checking-in process by allowing them to unlock their room directly via their own smartphone? After a long journey, the last thing they need is a long queue to check in.

35 We all know that it's not always possible to reach your destination exactly when you planned to, so give your guests the reassurance that when they arrive, they can go straight to their room and relax without having to check-in.

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Keyless entry systems also unclutter guests' pockets and bags, taking away the stress of perhaps losing or damaging an unfamiliar key and giving peace of mind regarding security. For the hotel staff, there is no longer the need for keys at reception, saving time as well as focusing on other tasks that are important for hotel operations and guests. [...]

A mobile or web-based app that includes a digital door key allows your guests to do things they are used to doing in their everyday life. An autonomous check-in, with complete control during their stay, increases satisfaction and brand reputation. [...]

*www.criton.com/news-hub, 18 March 2019*

### I. COMPRÉHENSION

Vous ferez en français un compte rendu rédigé pour rendre compte des éléments essentiels du texte.

### II. EXPRESSION

Vous traiterez le sujet suivant en anglais.

You are Nathalie Wesley, Manager of Hotel Belmont, a four-star establishment in London. You need to contact Jason and Freda Longman, an American couple who visited the hotel's website but needs further details regarding customer service.

**Write an e-mail to the couple informing them on the services your establishment offers to guests.**