

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

Épreuve écrite E2
U21 – Langue vivante étrangère A
ANGLAIS

Durée : 2 heures

Coefficient : 2

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Les dictionnaires numériques sont interdits.

Tout autre matériel est interdit.

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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How can hospitality leaders make a sustainable difference?

Dr Stuart Jauncey, Managing Director of Les Roches Global Hospitality Education, provides insight into how hospitality leaders can make a sustainable difference in the environment.

5 Developing sustainable models of hospitality is crucial as we face the reality of limited resources and rising demand. According to the World Tourism Organisation (UNWTO), the number of overnight international travellers is expected to reach 1.8 billion by 2030. This global increase in tourism is putting a strain on many of the resources that draw travellers in the first place, including natural attractions and local heritage.

10 With one in ten jobs worldwide currently supported by travel and tourism, the industry already has a huge influence on the environment, economy and social fabric of communities. Couple this with hospitality's rapid growth rate, and the need for socially and environmentally responsible practices becomes even more urgent.

15 The American Hotel & Lodging Association estimates that encouraging guests to reuse towels and linens can enable a 300-room hotel to save up to 200,000 litres of water and 1,300 litres of detergent each year. Many leading hotels have already adopted sustainable measures, with significant results.

20 For example, Six Senses Hotels, Resorts and Spas eliminated the use of 1.09 million plastic bottles in 2017 by implementing its own water filtration and glass bottling system. In 2018, Virtuoso travel advisors nominated Six Senses Douro Valley as winner of the Sustainable Tourism Leadership award. It also supports social initiatives and works with regional suppliers and hires local staff whenever possible.

25 Embracing sustainability enables the hospitality industry to deliver a better guest experience. In a survey conducted by Booking.com in 2018, 87% of global travellers said they want to travel sustainably. But 48% said they never, rarely or only sometimes manage to travel sustainably. Hotels that adopt an environmentally and socially responsible approach can therefore address this gap, making guests feel good about their accommodation choice.

[...]

30 The industry has woken up to the need for new sustainable solutions – particularly in fast-growing tourism destinations faced with challenging conditions, such as Dubai, where I lived for ten years. With temperatures soaring to the high 40s during the summer, air conditioning and the chilling of swimming pools is essential to provide guests with a comfortable experience.

35 Hotels in Dubai have responded by developing systems to reduce energy waste and costs. These include the use of solar energy, automated switches to turn off unnecessary air conditioning, and carefully designed buildings to maximise natural air flows and shade.

Soon, the UAE¹ will have its first fully sustainable hotel – InterContinental Hotels Group has partnered with Diamond Developers to create Hotel Indigo Dubai Sustainable City, where 100% of the hotel's energy needs will be met by solar power.

40 Many leading hotel companies now recognise the need to engage with sustainability as well as the benefits this brings, including reduced costs, increased guest satisfaction and improved staff retention. But there is still much work to be done. [...]

¹ UAE: United Arab Emirates.

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45 Businesses have a responsibility to give back to the communities that host them, and this is especially true in hospitality – an industry that is based on people and service. Environmentally, economically and socially, hotels have great potential to make a positive impact on their surroundings.

But first, hospitality leaders must see sustainability as a necessity and a guiding principle behind their decisions. Education is key to cultivating this frame of mind, and to transmitting this sense of responsibility to future generations.

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(Open Access Government is a digital publication that provides information and analysis on key public policy areas from all around the world)

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.

As community manager, you would like to inform guests of the various changes that have been implemented in your hotel to make it more eco-friendly.

To do so, you write a welcome letter that they will find upon arrival in their room.