

CONCOURS BLANC n°1 TB2 – LANGUE VIVANTE

- I- Lisez les textes ci-dessous et répondez en anglais à la question qui suit en 200-250 mots, indiquez clairement le nombre de mots.

To what extent can tourism be a win-win industry?
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Albania's developing tourism industry could help stop its young people from leaving – and boost its economy

It has been more than 30 years since Albania opened its doors to tourists, but telling a friend that you're off to Tirana or Dhërmi for a long weekend might still raise some eyebrows.

Despite Albania making Lonely Planet's 2023 best in travel list, and various travel specialists referring to the country as the Mediterranean's "hidden gem" because of its pristine coastline and wildlife, Albania remains one of the least visited countries in Europe.

[...] So could tourism be an economic saviour for Albania and mediate the migration of its young people? Although visitor numbers are on the rise, the country is facing economic difficulties.

There are now "ghost towns" throughout the country. Kukësi in the north of Albania has seen more than 53% of its citizens leave, with reports showing that young people feel there are few opportunities for them.

According to a 2021 Gallup poll, 50% of Albanian adults wanted to move abroad, with unemployment, low wages and lack of opportunities being listed as main reasons.

In 2022, the United Nations Development Programme assessed Albania's tourism trends and performance, finding that mass emigration is a significant challenge to the country's tourism development. Around 75% of the hotels polled claimed that in peak season they would need at least 35% more employees than they are currently able to find.

Industry professionals in Albania feel that infrastructure, waste management and transport links are not at the level required to attract a large number of tourists.

Many countries have used tourism for economic development. After the Second World War, tourism became a crucial way for many poorer Mediterranean countries to kickstart their economies.

In 1951, the Greek National Tourism Organisation embarked on a nationwide development initiative to construct tourist facilities across the country, the Xenia project. Renowned Greek architect Aris Konstantinidis was enlisted to design dozens of hotels, bars, souvenir shops and other attractions across the country, in the minimalist whitewashed style Greece is renowned for. Greece's image was transformed into a hub for international travellers. [...]

A similar strategy was used in Spain. An impoverished, isolated state at the end of the Second World War, tourism transformed the Spanish economy. Not only did tourism provide an invaluable source of foreign currency, but the sudden influx of foreign visitors undermined the Franco regime's grip on the country.

The arrival of international visitors sparked a cultural transformation, as ordinary Spaniards interacted with tourists they began to question and challenge the authoritarian control of Franco's government. The introduction of tourism is often cited as the catalyst to the toppling of the authoritarian regime.

A growth in Albania's tourism might offer young people alternative opportunities to those they seek by leaving their home nation. Travel and tourism employ more young people (14- to 25-year-olds) than any other sector, according to a World Travel and Tourism Council study.

And in tourism-dependent countries, jobs tend to become full time and permanent, appealing to people looking for financial stability.

Albania has many of the elements required to become a successful tourist destination. It's a beautiful country with good food and a wonderful summer climate. In 2022, a TikTok trend sparked a boom in tourist bookings after people posted images of its stunning beaches.

But there are some challenges. For small and underdeveloped destinations like Albania, which may not have the infrastructure required to extensively develop tourism alone, help from outside investors is necessary - and that can come with its own issues.

While mass tourism can bring tourists, new hotels and restaurants, if developments are not locally owned the financial rewards may have limited benefit to the local economy, although they still provide jobs.

[...] Albania has a falling birthrate, and a struggling economy. For decades, the country sealed its population inside its borders, but these days many young people are desperate to leave. But an improvement in economic prosperity and jobs in the tourism industry might be a significant factor in changing that, if managed well.

Abridged from Ross Bennett-Cook, *The Conversation*, May 2nd 2023

En République dominicaine, l'inexorable essor du tourisme de masse

Sur un fond musical hollywoodien, devant un écran géant digne d'un concert de U2, le ministre du tourisme de République dominicaine achève son show, entre télévangéliste, directeur commercial et homme politique. Il déambule sur la scène d'un hôtel « tout inclus » de Punta Cana, le tiroir-caisse de l'île caribéenne, début mai, devant 300 patrons français d'agences de voyages, tour-opérateurs, compagnies aériennes. Tous sous le charme de sa présentation d'une « *success story mondiale* », comme il la décrit : le rebond spectaculaire du tourisme dominicain, qui dépasse depuis six mois ses records historiques.

Le ton de David Collado se fait de plus en plus grave pour expliquer pourquoi, dès juillet 2020, le gouvernement a préféré rouvrir ses frontières plutôt que les écoles, malgré la présence du Covid-19 et un système de santé déficient : « *Nous avons pris notre risque, mais avec un grand sens des responsabilités. La République dominicaine doit ce succès au fait d'avoir choisi la vie. Merci beaucoup de tout mon cœur, merci de croire en la République dominicaine. Que Dieu vous bénisse.* » Standing ovation. [...]

Erigés en priorité nationale durant la pandémie, le tourisme et ses salariés ont reçu des indemnités et ont eu la primeur des doses de vaccin. Un cinquième environ du budget gouvernemental est consacré au secteur, notamment à travers des incitations fiscales : exonération d'impôts sur les bénéfices, de taxe sur la vente de biens et services, de droits de douane ou de droits de construction. Cette politique coûteuse, dont l'efficacité est discutée par les économistes, permet de compenser les lacunes du pays : santé, éducation, transports intérieurs, sécurité, électricité, coût de la vie, etc. [...]

Les grands investisseurs étrangers, espagnols ou américains, semblent autant guider la politique touristique que le gouvernement du président Luis Abinader.

Abrégé de Clément Guillou, Le Monde, 29 mai 2022

II- II – Rédigez en anglais un essai (au choix) en 200-250 mots

- a) Do you think sustainable tourism is an illusion?
- b) Is there such a thing as a just war?

Biospé : Guidelines – « Tourism: Albania + Dominican Republic »

Starting from the key words:

To what extent can tourism be a win-win industry?

To what extent= assessment = can + cannot
/ clarified

tourism = to be identified

a win-win industry= benefits all

I – Identify and classify the information you consider relevant to help you determine an outline:

<p>Document in English: « Albania's developing tourism industry could help stop its young people from leaving – and boost its economy »</p>	<p>Document in French: « En République dominicaine, l'inexorable essor du tourisme de masse »</p>
<p>Tourism industry:</p> <ul style="list-style-type: none"> Albania, which is not a famous / popular destination= hardly visited / a tourist destination but has a lot to offer Spain, Greece= illustration of the point made <p>Why it can be beneficial :</p> <ul style="list-style-type: none"> Can boost the country's economy Can retain young people who tend to desert their homeland because by: <ul style="list-style-type: none"> Offering them opportunities Decreasing unemployment as the industry creates jobs Until now, salaries are too low Ideal industry for the young aiming at stability Could contribute to boosting the industry itself by: <ul style="list-style-type: none"> Curbing staff shortage Making infrastructures improve= become more appealing to tourists <p>= Break away from the vicious circle</p> <ul style="list-style-type: none"> Can contribute to raising awareness as regards problems Develop open-mindedness <p>Why it can be “detrimental”</p> <ul style="list-style-type: none"> Investment is essential = those injecting the money needed will get their return on investment, not the country where they invested 	<p>Tourism industry:</p> <ul style="list-style-type: none"> Dominican Republic, in the Caribbean = Punta Cana= a very population destination Flourishing industry = never equaled before <p>Why it can be beneficial :</p> <ul style="list-style-type: none"> Those working in the industry were offered privileges despite the pandemic Anti-covid vaccine Financial bonuses The industry enjoys fiscal privileges <p>Why it can be “detrimental”:</p> <ul style="list-style-type: none"> The government turned away from the population's « bare necessity / basic needs = education / health care Very costly for the government = taxpayers Many fields are neglected Investors pull the strings

II – Outline:

Prompt on the notion of tourism= countries?

- 1 – The potential of tourism
- 2 – The challenge tourism comes with
- 3 – Making the right decision is no easy task

One suggestion:

Tourism, be it already developed or expected to grow, in Europe with Albania but also in the Caribbean with Punta Cana can, for sure offer benefits but requires to be addressed cautiously.

Actually, to express the potential tourism comes with various factors must be taken into consideration, including local ownership, infrastructure development and job creation. As far as Albania is concerned, tourism could contribute to curbing the massive migration the country has been facing for a while, especially that of the young. Indeed, offering alternative opportunities for the latter, creating employment and providing financial stability would help. Similarly, in the Dominican Republic the industry has largely encouraged post-pandemic recovery leading to economic growth, employment, and financial support thanks to various incentives, from the inside as well as the outside.

However, tourism is also associated with challenges. If developments are not locally owned, the financial rewards may have limited benefit to the local economy, which is particularly true for underdeveloped and not popular destinations like Albania where outside investment and infrastructure development are crucial. Besides, the decision of the Dominican Republic's government to prioritize tourism over its citizens' wellbeing and basic needs, among which healthcare and education, did not win unanimous support.

In short, making the right decision is essential but no easy task. It is thus important to manage tourism well and ensure that the benefits are distributed fairly and sustainably by paying attention to both the investors and people's interests.

[241 words]