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BACCALAURÉAT GÉNÉRAL

ÉPREUVE D'ENSEIGNEMENT DE SPÉCIALITÉ

SESSION 2025

LANGUES, LITTÉRATURES ET CULTURES ÉTRANGÈRES ET RÉGIONALES

ANGLAIS MONDE CONTEMPORAIN

Mercredi 10 septembre 2025

Durée de l'épreuve : **3 heures 30**

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Dès que ce sujet vous est remis, assurez-vous qu'il est complet.
Ce sujet comporte 9 pages numérotées de 1/9 à 9/9.

Le candidat traite au choix le sujet 1 ou le sujet 2.
Il précisera sur la copie le numéro du sujet choisi.

Répartition des points

Synthèse	16 points
Traduction ou transposition	4 points

SUJET 1

Le sujet porte sur la thématique « Environnements en mutation »

<u>Partie 1</u> (16 pts)

Prenez connaissance du dossier proposé, composé des documents A, B et C non hiérarchisés, et traitez <u>en anglais</u> le sujet suivant (500 mots environ) :

Taking into account the viewpoints expressed, say what the documents show about New Zealand's tourism industry. Pay particular attention to the country's recent tourism policies and the resulting challenges.

<u>Partie 2</u> (4 pts)

Rendez compte <u>en français</u> des idées principales du document C (100-120 mots).

Document A

Welcome to NZ – now pay up: the risks and rewards of raising the foreign tourist tax

What should visiting Aotearoa[1] New Zealand cost your average tourist? The government has suggested raising the price of admission – otherwise known as the international visitor conservation and tourism levy (IVL) – from NZ$35 to $100. […]

Tourism is a vital part of New Zealand's economy, earning about $17.5 billion a year (around $48 million a day) before COVID. The pandemic put the industry on life support, of course, but it did provide a unique opportunity to rethink and reshape tourism policy.

One strategy that emerged was to attract "high-value" tourists rather than revert to the pre-pandemic model of mass tourism. Some popular destinations had been overwhelmed at times. This put a strain on[2] both environmental sustainability and the quality of visitor experiences.

This proposed shift was not unique to New Zealand. During the pandemic, many countries explored the potential of more sustainable and higher-value tourism once borders reopened.

But New Zealand's distinctive overseas marketing approach has long played up being a welcoming country for all. This tension between being inclusive as well as more exclusive also challenges the Māori concept of manaakitanga – hospitality and generosity – that has been key to tourism's messaging. […]

The business association Tourism Industry Aotearoa has released Tourism 2050: A Blueprint For Impact. […]

Among the blueprint's ten recommended main actions, environmental sustainability and embracing Māori culture and knowledge stand out. This includes embedding the Tiaki Promise, an industry initiative begun in 2018 to encourage tourists to care for New Zealand's people, places and culture.

If the essence of manaakitanga is that people arrive as strangers but leave as whānau (family), the authenticity of New Zealand's overall messaging needs to be clear.

It's true that luxury travel is a growth market. But showcasing a commitment to the environment and Indigenous culture can appeal as much to a backpacker as to a high-net-worth individual.

Engaging local communities in tourism planning will be crucial to ensure the benefits are shared widely, and the whole country can show that manaakitanga.

Tracy Harkison, Auckland University of Technology, *The Conversation*, 13 June 2024

[1] Māori name for New Zealand
[2] affected negatively

Document B



www.mackenzienz.com,[1] *2018*

[1] website of the Mackenzie region on New Zealand's South Island

Document C

New Zealand is tripling its tourist tax

It will now be more expensive to visit New Zealand's lakes, mountains, bike trails and wineries as the country is increasing its International Visitor Conservation and Tourism Levy (IVL) from NZ$35 ($22) to NZ$100 ($62) from October 1.

"International tourism also comes with costs to local communities, including additional pressure on regional infrastructure and higher upkeep and maintenance costs across our conservation estate," Matt Doocey, New Zealand's Minister for Hospitality[1] and Tourism, said in a statement announcing the news.

The IVL, which was originally introduced in 2019, is intended to help cover the costs of environmental protection around the country. According to Doocey, international tourists spent more than $11 billion in New Zealand between March 2023 and March 2024.

But not everyone is happy with the price hike.

Tourism Industry Aotearoa (TIA), a consortium of travel industry professionals from across the country, criticized the decision.

"New Zealand's tourism recovery is falling behind the rest of the world, and this will further dent our global competitiveness," the group said in a statement. The group believes that New Zealand will lose tourists to Canada and the UK, where flights are more plentiful and entry fees less prohibitive. […]

Whether they're called an IVL, an access fee, or a travel incentive, "tourist taxes" are one of the hottest conversations in the travel industry right now.

Some 60 destinations around the world, from Venice to Bhutan, charge some kind of fee for travelers simply to enter and visit – not including the costs of meals, hotels, or admission tickets. Nearly all of the places with these tourist taxes say that the fee is necessary to offset the congestion, environmental damage and other side effects of overtourism.

CNN, September 2024

[1] hospitality industry: hotels and food service

SUJET 2

Le sujet porte sur la thématique « Relation au monde ».

<u>Partie 1</u> (16 pts)

Prenez connaissance du dossier proposé, composé des documents A, B et C non hiérarchisés et traitez <u>en anglais</u> le sujet suivant (500 mots environ) :

Taking into account the three documents, show how and why India is reinforcing its relationship with Australia.

<u>Partie 2</u> (4 pts)

Traduisez <u>en français</u> le passage suivant du document C (l. 11-17) :

The biggest contributor to the India-Australia relationship, Modi said, is “mutual trust and mutual respect”, developed not just due to diplomatic relations but also because of the Indian diaspora’s contributions. “You are the real strength of it,” he said, speaking in Hindi. […]

Direct flights between India and Australia have increased, and their number will grow further in coming days and the recognition of each other’s educational degrees will benefit students, he said.

Document A

Narendra Modi mixes politics and sport at India-Australia fourth Test[1] with Anthony Albanese chariot ride

Prime Minister Anthony Albanese and his Indian counterpart Narendra Modi have been feted[2] in front of a roaring crowd of some 50,000 people at the fourth Australia-India cricket test in Ahmedabad. […]

The prime minister's face has been splashed everywhere in Ahmedabad, […] on billboards every few metres along main roads, on roundabouts, and at the local cricket stadium – the largest in the world – where Mr Albanese's photo towers over the entry gates. Mr Albanese isn't alone in these photos. Next to him is India Prime Minister Narendra Modi, alongside the slogan "75 years of friendship through cricket".

Prime Minister Anthony Albanese touches down in India for a visit to shore up ties[3] with the South Asian nation as it strives to become the next economic superpower.

It's unheard of to see the prime minister's face so prominently displayed at an international sporting event in Australia […]. But in India — where Mr Albanese is touring this week — the Modi government is putting on a show. That show is being put on to send a clear message, that India is ready to embrace Australia. […]

But perhaps the best showcase remains cricket – a game loved in both India and Australia. In a nation where the sport is inextricably linked to politics, there's no better place to cement ties between the countries than on the first day of the fourth Test. The event has been tightly controlled, […] drawing criticism that it's being managed to present a glorified view of the Indian government. […]



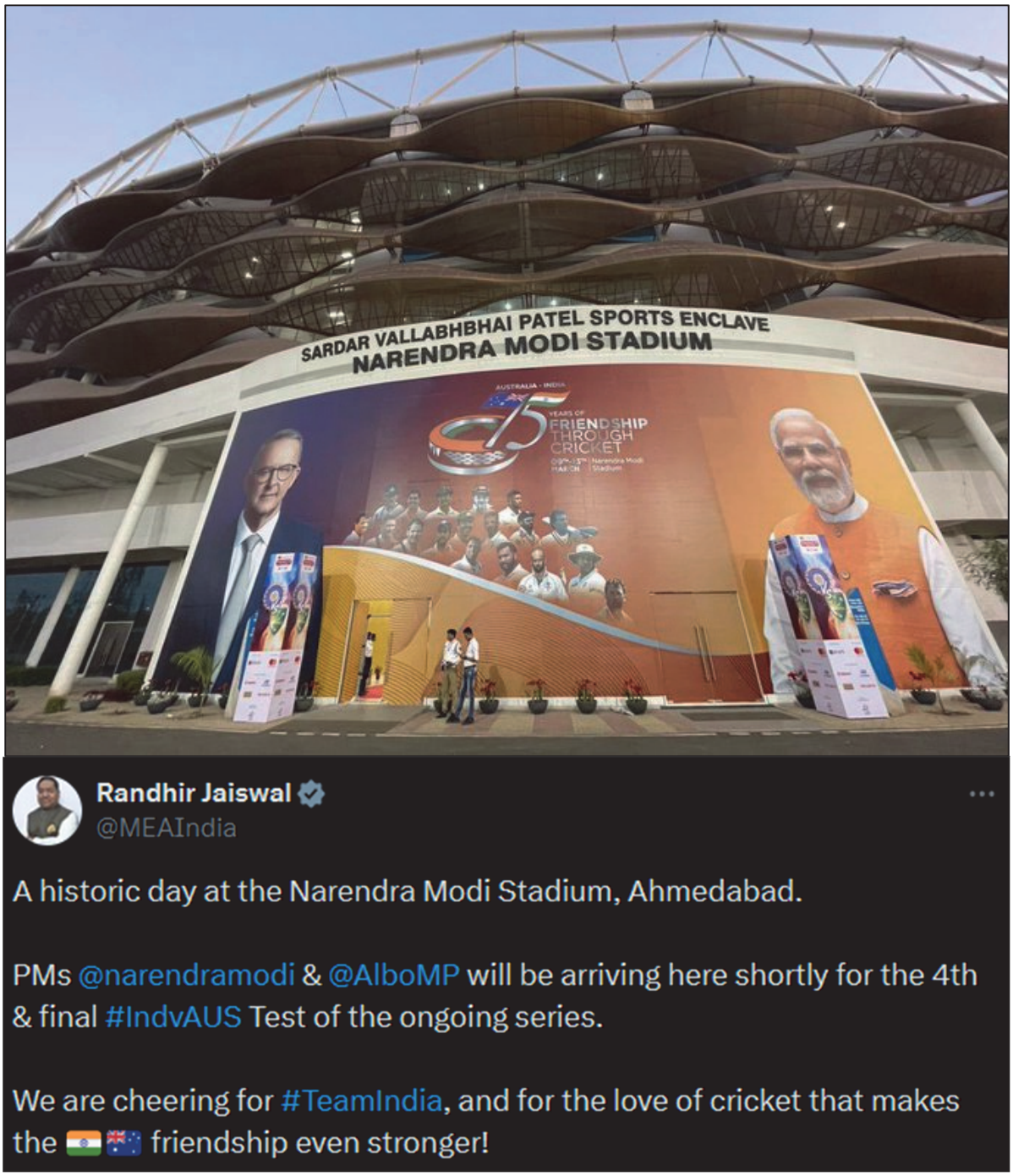
Indian Prime Minister Narendra Modi and Australia Prime Minister Anthony Albanese were taken on a chariot ride around the cricket pitch. (Reuters: Amit Dave)

The Modi government has a history of carefully managed events for visiting leaders from the West. In 2020, ahead of then-US president Donald Trump's visit to Ahmedabad, workers were seen scrubbing up[4] the city and hiding slums, while thousands of Modi supporters were put on the streets to cheer for the leader.

abc.net.au, 8 March 2023

[1] match
[2] honoured
[3] strengthen relations
[4] cleaning

Document B



Twitter, March 9, 2023

[Randhir Jaiswal is the spokesman of the Ministry of External Affairs of India.]

Document C

Trust, respect at heart of India-Aus ties: Modi

The deepening ties between India and Australia are rooted in "mutual trust and mutual respect" and the two sides are focused on enhancing connectivity and trade, Prime Minister Narendra Modi said at a diaspora event in Sydney that he addressed alongside his Australian counterpart Anthony Albanese.

Speaking to chanting supporters at the 21,000-capacity Qudos Bank Arena, Modi highlighted the role played by the 750,000-strong Indian Australian community in strengthening relations in diverse fields. As a result, he said, India-Australia relations have gone beyond the time they were defined by "three Cs" — Commonwealth, cricket and curry; "three Ds" — democracy, diaspora and dosti;[1] and "three Es" — energy, economy and education.

The biggest contributor to the India-Australia relationship, Modi said, is "mutual trust and mutual respect", developed not just due to diplomatic relations but also because of the Indian diaspora's contributions. "You are the real strength of it," he said, speaking in Hindi. […]

Direct flights between India and Australia have increased, and their number will grow further in coming days and the recognition of each other's educational degrees will benefit students, he said. The two sides have reached an agreement on a migration and mobility partnership that will make it easier for skilled Indian professionals to come and work in Australia, he added.

Modi also announced the opening of a new deputy high commission in Brisbane to meet a longstanding demand of the Indian diaspora. "Very soon, a consulate will be opened in Brisbane," he said.

Both the diaspora and India's population of 1.4 billion have a dream of seeing a developed country, he said. "India has no dearth[2] of capability or resources, today the world's biggest and youngest talent factory is in India," Modi added, listing among India's achievements the world's fastest vaccination programme and fastest growing large economy. […]

Albanese announced that the new Centre for Australia-India Relations will be based at Parramatta, a suburb of Sydney.

"Now we want to see more connections — more Australian and Indian students living and studying in each other's countries... More business leaders and artists and families sharing your experiences, and your knowledge, and your ideas," he said.

hindustantimes.com, May 24, 2023

[1] "friendship" in Hindi
[2] shortage

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