

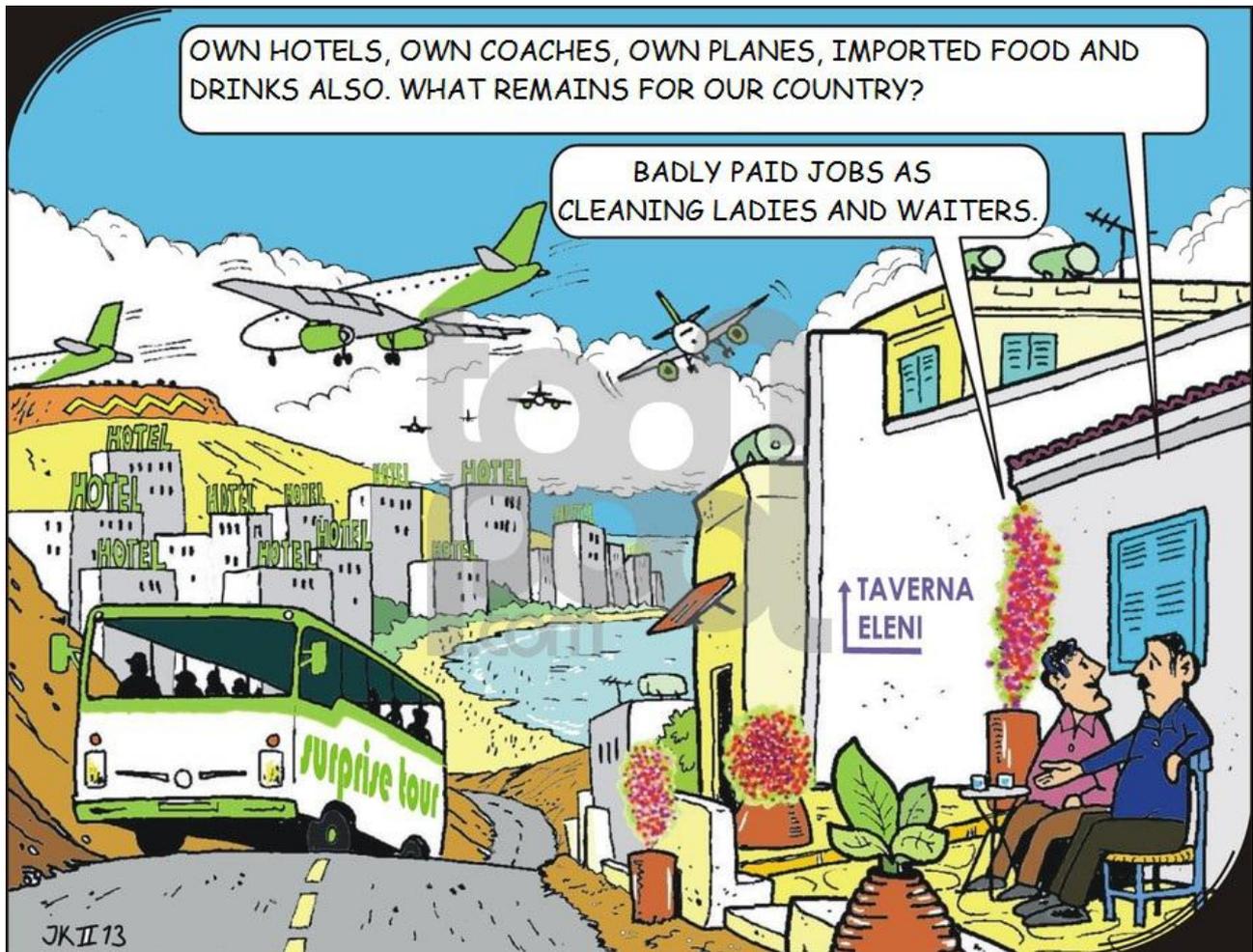
*L'usage de tout système électronique ou informatique est interdit dans cette épreuve.*

*Rédiger en anglais et en 400 mots une synthèse des documents proposés, qui devra obligatoirement comporter un titre. Indiquer avec précision, à la fin du travail, le nombre de mots utilisés (titre inclus), un écart de 10% en plus ou en moins sera accepté.*

Ce sujet propose les documents suivants :

- un dessin de presse adapté de JotKa, février 2013 ;
- un article adapté de *The Conversation* du 14 septembre 2018 ;
- un extrait d'un article paru dans *The Guardian* le 11 août 2017 ;
- un extrait d'un article paru dans *The New York Times* le 29 août 2018.

*L'ordre dans lequel se présentent les documents est aléatoire.*



## Tourists not welcome: how to tackle the issue of overtourism

Stag and hen parties might be a modern rite of passage, but for many brides and grooms to be, these pre-wedding celebrations have gone from a few quiet drinks at the pub, to just another “excuse” for a holiday.

According to the most recent survey published by the Association of British Travel Agents, 1.3m British tourists went overseas to celebrate a hen or stag party in 2015. And among the most popular destinations are Prague, Barcelona, Benidorm, Dublin and Amsterdam.

A recent poll of 2,000 UK adults has also found that stag and hen parties abroad often cost close to £1,000 per person — with accommodation and drinks among the biggest expenses.

This type of tourism, usually, impacts negatively on destinations because of the limited economic benefits that it brings and the social costs that it carries — such as increased crime or disrespectful behaviour.

Nowadays, it's easy and cheap to reach European destinations. This makes these types of experiences appealing to large numbers of tourists. But when a lot of people are all heading off to the same places, the issue of overtourism arises. This is when destinations are affected by large numbers of tourists — and it is particularly the case with cruise tourism or hen and stag parties.

The consequences of a large numbers of visitors descending on a destination vary from noisy neighbours and frustrated residents, to overloaded infrastructure, environmental impacts and an increasing lack of facilities for local people — as everything is geared up more and more with the tourist in mind.

Mass tourism can also lead to increases in rental costs — which then prices locals out of certain areas of the city. This has been the case in many European cities — particularly with the rise of Airbnb. The German capital Berlin, has actually gone so far as to ban homeowners from renting out flats on Airbnb — for this very reason.

According to the latest World Tourism Organisation's Tourism Barometer, in 2017 international tourist arrivals grew by 7% — reaching a total of 1.322 billion people. This growth is expected to continue in 2018 at a rate of 4% to 5% — which is above the 3.8% average increase projected by the World Tourism Organisation for the period 2010 to 2020. This evidence shows that despite the fact that many

cities are trying to put in place measures to control overtourism, tourism is still growing at an unsustainable pace.

Overtourism is a result of global capitalism. This is because the tourism industry facilitates mobility, liberal markets, deregulation and limited intervention from the state. And certain forms of tourism — such as cruises, hen and stag parties and backpacking are more associated with the problem.

Responsible tourism has often been flagged as a way out of overtourism. This is because it aims to preserve the natural and built environments of destinations. It also aims to enhance the economic welfare of destinations and to respect the lives of residents. Yet, responsible tourism often sustains modern global capitalism as it is embedded in and part of global capitalist modes of production and consumption.

Volunteer tourism, for example, is often thought of as a form of tourism that is responsible. But volunteer tourism is actually a form of “moral consumption”. Volunteer tourism involves young and often inexperienced individuals working on short-term developmental projects in developing countries. In many cases, this causes more harm than good — such as dependency, exploitation and child trafficking. And in that sense, rather than addressing complex societal problems, these forms of tourism can just end up reproducing them.

Too often, in the field of responsible tourism, the emphasis is placed on individuals to act responsibly in order to address societal challenges. But this focus on individuals' role of doing good removes any moral obligation from the state or governments involved.

Low-cost airlines, companies that cater for hen and stag parties, owners of rental accommodation and budget tourists seeing the cheapest holiday they can find are all pursuing their own different interests — often without much thought for the wider context they are operating in.

So while it's understandable that people want to visit beautiful places in far flung destinations, it is also important that this is done in a responsible manner. This requires a joined-up approach between tourists, holiday companies, travel bloggers and governments and a rethink of the concept of responsible tourism for future generations.

# Mass tourism is at a tipping point – but we're all part of the problem

Adapted from MARTIN KETTLE, *The Guardian*, 11 August 2017

Nearly 30 years ago, researching for a Guardian series on global population pressures, I interviewed the zoologist Desmond Morris. During that interview, Morris said something that was hard to forget. “We have to recognise,” he said, “that human beings may be becoming an infestation on the planet.”

Those words came back to me as reports came in about the increasing reaction in many parts of Europe against the depredations of mass tourism. [...]

Nevertheless, when places from the Mediterranean to the Isle of Skye all start complaining more or less simultaneously about the sheer pressure of tourist numbers in their streets and beauty spots, as has happened this August, it feels as if the always uneasy balance between the visited and the visitors has gone beyond a tipping point. [...]

Predictably, Venice is one of the most agonisingly pressured of all. It embodies the increasingly irreconcilable forces of vernacular life, tourism and sustainability in historic parts of Europe. But that doesn't stop the millions arriving all the time — 28 million this year, in a city with a population of 55,000, many disembarking from monstrous cruise ships that dwarf the ancient city as they approach the Grand Canal. Each day in summer is a humiliation of most of the things the world treasures about Venice. Not surprisingly, many locals have had enough.

It's a pattern that is replaying in different ways in other much-visited parts of Europe and beyond. Anarchists in Barcelona captured the headlines by holding up tourist buses in protest against the cost of living that they say is inflicted by tourism, especially by short-term-let companies such as Airbnb, which drive up housing costs. [...]

But these are only the hot spots. The tourism problem runs far wider. Human beings across the world make more than a billion foreign trips a year, twice as many as 20 years ago. In Britain, statistics this week show we took 45 million foreign holidays last year, a 68% increase on 1996. [...]

The problem shows itself in both supply and demand. There isn't enough room for the many to walk through the centre of Dubrovnik, or enough public loos on Skye for the visitors. But the number of people wanting to visit such places is rising all the time, fed by greater global prosperity, cheaper air travel and increased overall provision of hotels worldwide. Tourism is now the largest employer on the planet. One in every 11 people relies on the industry for work. Unsurprisingly, few governments want to put a squeeze on such a source of wealth.

You only have to become a travel industry consumer, as many of us are doing this summer, to realise that you too are part of this problem, not the solution. We

all want to go to places such as Venice. And we are mostly all willing to submit to the indignities and embarrassments that are involved in doing so. [...]

Can anything be done to get the visited and visiting into a more sustainable balance? It is tempting to fall back on Morris-like pessimism and to suspect that it can't, that the issues are unmanageable. There are multiple genuinely difficult issues involved here. The biggest, in a global sense, is the rise of Chinese tourism. But why should Chinese people be denied the rewards — for they certainly exist — of travel? The tourism industry's carbon footprint is equally problematic. But if people want to take the planes, and the planes are available, who is to say that this should stop? [...]

Writing a few days ago, the writer Elizabeth Becker argued that only governments can handle runaway tourism. Governments can control entry to their countries, she said, can regulate airlines and ships, prevent inappropriate hotel development, and use taxes to shape visitor demand and benefit local people, place limits on rip-off prices that distort markets. Yet even Becker admits that most governments prefer things as they are. The prospect of truly effective coordination by governments remains distant.

It would be wonderful if governments could find effective ways to at least mitigate the worst problems. [...] The role of government action to ensure adequate and appropriate infrastructure in tourist areas is indisputable.

In the end, though, I think we have to take greater individual responsibility too. This will irk those who think of themselves as independent travellers rather than members of tourist herds, but unless we embrace individual and collective restraint more seriously, the destruction and damage to cities such as Venice or beauty spots such as Glen Brittle will simply grow.

We have to re-examine the idea that we enjoy an unfettered liberty to travel at will or for pleasure. We have to rethink the impulse that says that a holiday from work — or retirement from work — is an open sesame to exploring the world. We should learn from American philosopher Henry David Thoreau that one can travel as much — and develop as much as a human being — in one's own locality as in the far-flung and exotic corners of the globe.

Travel broadens the mind, they say. But is the person whose air-conditioned tour bus whisks them to a distant glacier in Patagonia or to the Mona Lisa for a quick selfie before depositing them at a characterless international hotel richer in experience than the one who spends the same amount of time watching the birds or the butterflies in the back garden? I doubt it. We may not be an infestation yet. But we are a problem. Travel can narrow the mind too.

## ‘Overtourism’ Worries Europe. How Much Did Technology Help Get Us There?

Adapted from FARHAD MANJOO, *The New York Times*, 29 August 2018

[...]

Every summer, the most popular European destinations get stuffed to the gills with tourists, who outnumber locals by many multiples, turning hot spots into sweaty, selfie-stick-clogged, “Disneyfied” towns. They offer a taste of a growing global threat: Across the world, thanks in part to rising affluence, travel is becoming a more widely shared pastime. International trips were up 6 percent in the first half of the year, surpassing experts’ forecasts, according to the United Nations’ World Tourism Organization.

This growth might once have been considered unambiguously good news. But the world’s most popular destinations cannot expand to accommodate an infinite flood of visitors. Advocates of curbing tourism say too many visitors are altering the character of historic cities, and making travel terrible, too.

“It’s a level of tourism which is degrading the enjoyment that residents have, but it’s also degrading the tourist experience, because the tourist who is endlessly queuing behind backpacks of hundreds of other tourists is not discovering the real or the authentic place,” said Justin Francis, the chief executive of Responsible Travel, a company that arranges “sustainable” travel for customers. [...]

Over the last few decades, innovations in aviation — wider, more efficient jets and the rise of low-cost airlines — significantly reduced the cost of flying. Bigger cruise ships capable of holding many thousands of passengers now take entire floating cities to coastal ports. Then there are the many splendors enabled by the internet, among them online booking, local reviews, smartphone mapping, and ride-hailing and home-sharing, which have collectively democratized pretty much every step involved in travel. [...]

“You can’t talk about overtourism without mentioning Instagram and Facebook — I think they’re

big drivers of this trend,” Mr. Francis said. “Seventy-five years ago, tourism was about experience seeking. Now it’s about using photography and social media to build a personal brand. In a sense, for a lot of people, the photos you take on a trip become more important than the experience.”

That so many different forces play into overtourism highlights the difficulties of doing much about it. Managing a tourist destination is something like managing a natural resource, like a mine or a fishery; a sustainable level of tourists brings widespread gains to the local economy, but too many ruin it for everyone. Cities that are looking to tame the number of tourists must manage a delicate balance — to gently discourage some forms of travel without appearing unwelcoming to others.

That brings us to the hand-wringing over Airbnb, which has been singled out by lawmakers across Europe as a primary driver of overtourism. In Amsterdam, the authorities are pushing to slash the number of nights that residents can rent their homes to 30 from 60. Several other cities, including London and Barcelona, Spain, have also instituted stringent home-sharing rules.

The measures reflect Airbnb’s jaw-dropping growth. In just a few years, the company has become a significant force in the tourism economies of many cities. [...] But Airbnb disputes being a cause of overtourism and argues that in many ways it can be a solution. In the company’s report on “healthy tourism” this year, it presented a blizzard of geographic and economic data to show that the service is producing a more “authentic” travel experience. [...] In an interview, Chris Lehane, Airbnb’s vice president for public affairs, also argued that the site benefited local economies more directly than hotels did. [...]