

BAC BLANC AMC

VENDREDI 27 MARS 2026

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 8 pages numérotées de 1/8 à 8/8.

**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

SUJET 1

Le sujet porte sur la thématique « Environnements en mutation »

Partie 1 (16 pts)

Prenez connaissance du dossier proposé, composé des documents A, B et C non hiérarchisés, et traitez en anglais 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.

Partie 2 (4 pts)

Rendez compte en français 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

5 What should visiting Aotearoa¹ 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. [...]

10 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 on² both environmental sustainability and the quality of visitor experiences.

15 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.

20 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*. [...]

25 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.

30 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 highnet-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.

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

¹ Māori name for New Zealand

² affected negatively

tiaki
CARE FOR NEW ZEALAND

TIAKI PROMISE

WHILE TRAVELLING IN
NEW ZEALAND I WILL

CARE FOR LAND, SEA AND NATURE,
TREADING LIGHTLY AND LEAVING NO TRACE

TRAVEL SAFELY, SHOWING CARE
AND CONSIDERATION FOR ALL

RESPECT CULTURE, TRAVELLING
WITH AN OPEN HEART AND MIND

HOW TO CARE FOR NEW ZEALAND

- PROTECT NATURE
- KEEP NZ CLEAN
- DRIVE CAREFULLY
- BE PREPARED
- SHOW RESPECT

Tiaki means to care for people and place. The Tiaki Promise is a commitment to care for New Zealand, for now and for future generations.

New Zealand is precious, and everyone who lives and travels here has a responsibility to look after it.

By following the Tiaki Promise, you are making a commitment to New Zealand. To act as a guardian, protecting and preserving our home.

Nau Mai, Haere Mai Ki Aotearoa, Welcome to New Zealand.

TIAKINEWZEALAND.COM
#TIAKIPROMISE

www.mackenziencz.com,¹ 2018

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

Document C

New Zealand is tripling its tourist tax

5 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 Hospitality¹ and Tourism, said in a statement announcing the news.

10 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.

15 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
20 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
25 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 ».

Partie 1 (16 pts)

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

Taking into account the three documents, say what they reveal about the United States' increasing interests in the Arctic and its strategic choices.

Partie 2 (4 pts)

Traduisez en français le passage suivant du document A (l. 21-28) :

Retreating ice has been followed, in some places, by heavy investment. Russia and Norway have been the most active Arctic nations, spending billions over the past decade on natural gas and oil infrastructure, deep-water ports, and ships capable of navigating the Arctic Ocean's still-icy waters. Meanwhile China has sought its own footholds in the region, backing Russian gas projects and offering development loans to other Arctic nations. [...]

By contrast, most Western nations, including Canada and the United States, which together control nearly half the Arctic coastline, have virtually ignored the north.

Document A

A thawing¹ Arctic is heating up a new Cold War

In early May, U.S. Secretary of State Mike Pompeo traveled to Rovaniemi, the capital of Finland's northernmost province, to deliver a speech to the Arctic Council, a group made up of the eight nations that border the Arctic, plus representatives of the region's indigenous peoples. [...]

5 “This is America’s moment to stand up as an Arctic nation and for the Arctic’s future,” Pompeo declared at an event the night before the official meeting. “Because far from the barren² backcountry that many thought it to be ... the Arctic is at the forefront of opportunity and abundance.”

10 The speech signaled the end of a truly bizarre rebranding of the Arctic that has been under way for more than a decade. What was once considered a frozen wasteland is now routinely described as an emerging frontier. The Arctic, in other words, is open for business. [...]

Today the Arctic landscape is greener than you are probably comfortable imagining, with fewer caribou and reindeer, more mosquitoes, warmer summers. [...]

15 Along the new frontier, the contest will not be about claiming new territory. Except for a few disputed tracts,³ mostly on the seafloor and including the North Pole itself, the Arctic’s borders are settled. Instead nations and corporations are now seeking a share of trillions of dollars’ worth of minerals—including gold, diamonds, and rare earth metals—petroleum, natural gas, and fish, as well as access to potentially cost-saving
20 new shipping lanes.

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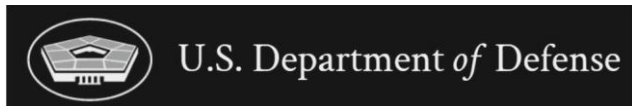
National Geographic, August 15, 2019

¹ melting

² deserted

³ vast areas of land

Document B



New DOD¹ Strategy Calls for Enhancements, Engagements, Exercises in Arctic

The Defense Department today released its 2024 Arctic Strategy. The strategy acknowledges how environmental changes are affecting the Arctic region, details the implications for U.S. security and spells out how the department plans to be ready to meet new challenges there.

5 “The Arctic region of the United States is critical to the defense of our homeland, the protection of U.S. national sovereignty and the preservation of our defense treaty commitments,” Deputy Defense Secretary Kathleen Hicks said today during a briefing at the Pentagon. “Our Arctic strategy will guide the department's efforts to ensure that the Arctic remains a secure and stable region.”

10 Eight nations have a presence in the Arctic, including Canada, Denmark, Finland, Iceland, Norway, Sweden, the United States and Russia. All have interests there for both commerce and security.

Climate changes have meant the melting of ice in the Arctic and the opening of new sea routes, which means new opportunities for commerce and resource exploitation,
15 but also increased risk to nations whose borders were previously protected by the region's inaccessibility.

“Climate change is fundamentally altering the Arctic, and with it, geopolitics and U.S. defense missions,” Hicks said. [...]

Climate change and the shifts in the operating environment, Hicks said, mean the U.S.
20 must rethink how to protect warfighters and prevent conflict.

The People's Republic of China, not an Arctic nation, is increasing its presence in the Arctic. The PRC operates three icebreakers in the Arctic, for instance, and has a military presence there as well. The Chinese military has also demonstrated its ability to operate in the Arctic by conducting operations with the Russian navy, for instance.
25 [...]

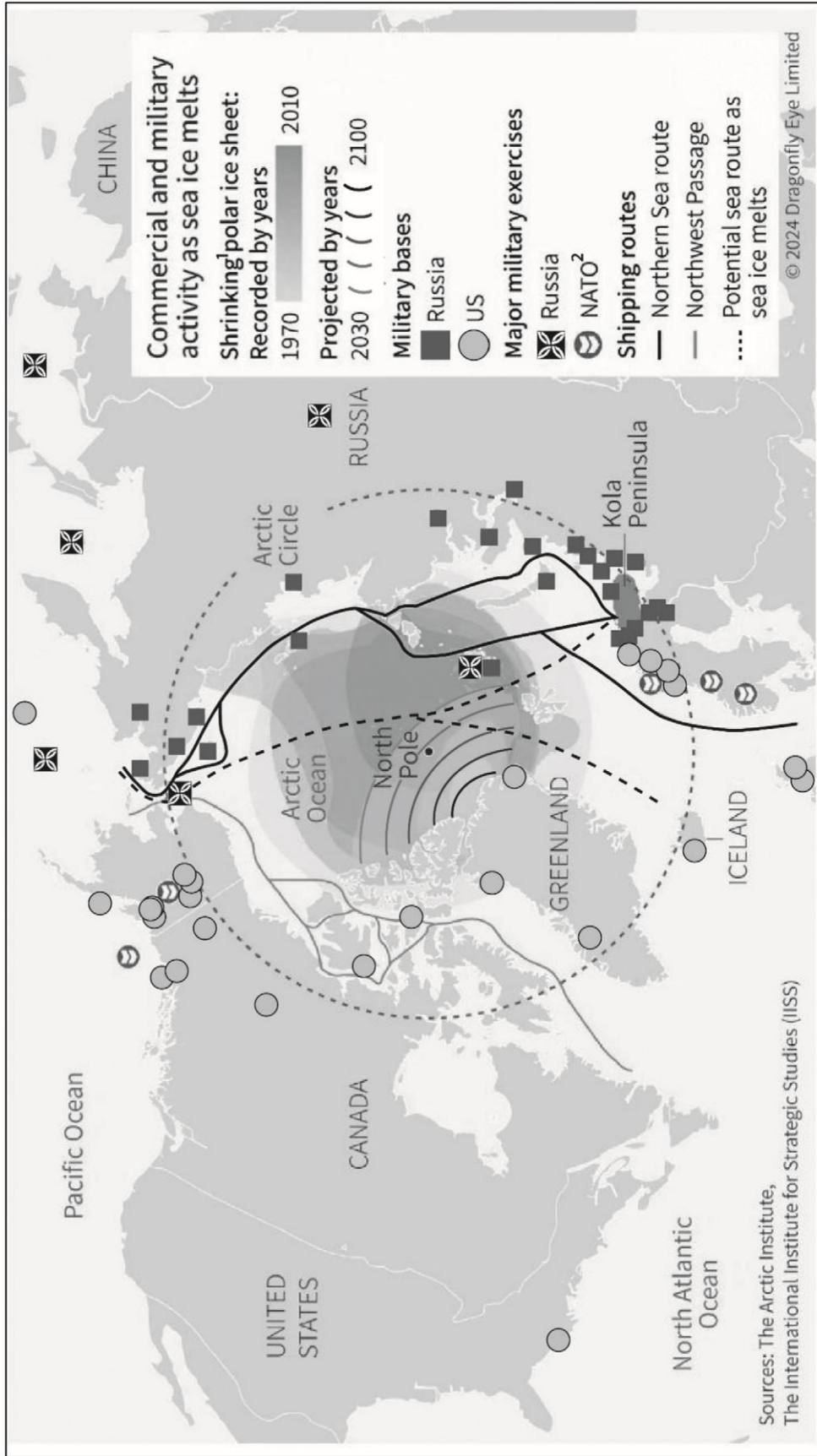
The DOD's 2024 Arctic Strategy addresses these concerns in the Arctic with three lines of effort, including enhancing the capabilities of the joint force, greater engagement with allies and partners and exercising U.S. presence in the Arctic.

*www.defense.gov/News,*² July 22, 2024

¹ Department of Defense

² official website of the U.S. Department of Defense

Document C



Commercial and military activity as sea ice melts, *Dragonfly Intelligence*,³ 2024

¹ becoming smaller

² North Atlantic Treaty Organization

³ company providing geopolitical information to other companies