

Examen écrit - session 1 - Semestre 1 2024-2025

Langue : Anglais	Niveau : N4	Date : 11 janvier 2025	Durée : 1h30
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The unstoppable power of ‘Harry Pottourism’

Duncan Craig, March 30 2024, The Financial Times (abridged and adapted)

Though it is 17 years since the last instalment of the Harry Potter series was published, and 13 since the launch of the last movie, the draw for visitors seems only to grow. When Visit Britain, [the national tourism agency], asked incoming tourists what they wanted to do while in the country, 47 per cent picked “riding the scenic ‘Hogwarts Express’ through the Scottish Highlands”.

- 5 Later this year, Visit Britain will roll out a new multimillion-pound promotional campaign, “Starring Great Britain”, designed to capitalise still further on the appeal of movies such as Harry Potter.

- About an hour’s drive north-east of York is a destination with impeccable Harry Potter credentials: Goathland station. Immortalised as Hogsmeade station in the first Harry Potter film, it can leave fans spellbound¹, says Lee Miles of Mountain Goat Tours. “I’ve had people in tears as they arrive at the station. They say it’s the best day of their life. Ridiculous really, but if it makes their day then that’s the business we’re in,” he says. In a decade driving people here as part of wider minibus tours of the North York Moors², Miles estimates that he’s taken 10,000 pictures of Harry Potter fans in situ. “It’s definitely all about that picture,” he says.
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- The unofficial competition to be the Potteriest city in the UK is fierce. There are four main contenders: York, the newbie; Oxford, packed with inspirations for and locations from the films, including the Bodleian Library (the Hogwarts infirmary) and the Dining Hall at Christ Church College (model for Hogwarts’ Great Hall). London has a host of film locations and, just to the north-west, the Making of Harry Potter studio tour at Leavesden, visited by more than 17 million fans since opening in 2012.
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- 20 Which leaves Edinburgh — “the clear winner!” enthuses Sam Thorne, 33, chief director of The Potter Trail, one of several specialist tour companies catering to³ the tens of thousands of Potterheads who converge on the Scottish capital every year.

- Thorne calls Harry Potter tourism a “self-feeding machine”: the more experiences on offer, the more the phenomenon grows. Tours often take in the cafés in which a cash-strapped⁴ JK Rowling wrote her tales during the early 1990s. The Elephant House calls itself the “birthplace” of Harry Potter and sells Potter-themed beanies and caps via its website. Thorne prefers not to be cynical and believes fans bring money and support hundreds of jobs in Edinburgh and thousands around the country. “The more tourists that come, the better — so long as places have the infrastructure to support them,” he says.
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¹ fascinated, entranced

² a national park in the North-East of England, famous for its large expanses of heather moorland (*lande à bruyères*)

³ providing the services that the tourists want

⁴ short of money, impoverished

30 One spot that certainly doesn't is around 150 miles north-west of Edinburgh: a Highlands village that must feel as if it's starring in a horror film entitled Harry Potter and the Cursed⁵ Movie Scene. The scene in question, shot in 2001, sees the Hogwarts Express steam its way over the arc of the Glenfinnan Viaduct pursued by Harry and his mate Ron in a flying turquoise Ford Anglia. Before the film's release, the National Trust⁶ for Scotland (NTS) visitor centre at the foot of the viaduct saw
35 some 60,000 visitors a year. The most recent figure was 550,000.

But the most coveted spot⁷ is on the river bank⁸ overlooking the viaduct as the steam train crosses it. An infuriated local once counted 900 people lined up, smartphones poised, waiting for their trophy shot. Both, the paths and locals' patience have eroded, says Emily Bryce, NTS operations manager for Glencoe and Glenfinnan. "It's just huge numbers of people and it has massive impacts,"
40 she says.

Crowd control is something that the National Trust in England, Wales and Northern Ireland has also had to address. A number of its more than 500 historic properties and gardens and nearly 800 miles of coastline served as locations in the Harry Potter films.

Harvey Edgington, senior filming and locations manager at the National Trust, says, "we do have to
45 be careful and to remind people to be respectful, that these places aren't theme parks."

He admits there are downsides to Harry Potter tourism but also a hell of a lot of positives as fans who come for their Potter fix stay (and return) for the scenic beauty or fascinating history. "It's a gateway," he says. "Let's not be snobby about these things."

The National Trust was paid up to £12,000 a day for locations used in the Harry Potter films, and
50 there is an estimated £2million a year dividend of fans coming to see the sites for themselves. All of this is reinvested into conservation "so we'll be able to see our historic houses and landscapes on screen and in real life for years to come", says Edgington.

Harry Potter protecting the UK's cultural heritage in perpetuity? It's a nice idea. And in perpetuity is what we could be facing with the franchise. There's a new 10-year Max TV series, with JK Rowling as
55 an executive producer, getting under way.



The steam train crosses the Glenfinnan Viaduct in the Highlands © Alamy

⁵ = *maudit* in French

⁶ the National Trust is a heritage and nature conservation charity

⁷ the place everyone wants to take their photo from

⁸ = *rive* in French

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WRITE ALL YOUR ANSWERS ON THE EXAM PAPER SHEET

A/ COMPREHENSION (9 points)

Answer both questions. Note that you are expected to write organized answers based on the key ideas developed in the text. Use your own words (you can quote key words from the text but not extensive passages) and structure your answers, using appropriate linkers.

- 1) Based on the document, define “Harry Pottourism” and explain how and why the trend is evolving. (4 pts - 130 words ± 10%)
- 2) Compare and contrast the benefits and side effects of the “Harry Pottourism” trend. Use the adequate structures and linking words to write and organise your answer. (5 pts - 160 words ± 10%)

B/ GRAMMAR (3 points)

You do not have to copy the whole sentences. Write down the numbers and your answers on the exam paper.

Conjugate the verbs in brackets in the **PRESENT PERFECT** (*I have done*) or the **PRETERIT** (*I did*). Use the time expressions to help you choose between the two. Note that one verb form is in the passive voice.

- Ullapool is a picturesque village in West Scotland. Earlier this year, it 1 (*name*) the most beautiful village in the country by a group of UK travel photographers.
- Ullapool 2 (*attract / long*) those seeking a peaceful escape.
- However, the arrival of large cruise ships recently and the increasing popularity of the village 3 (*bring*) significant changes to this once-idyllic location.
- According to Visit Scotland, the number of visitors staying in Ullapool 4 (*increase*) by 50 percent between 2014 and 2019.
- Since 2019, the locals 5 (*have*) problems finding affordable housing.
- Robert Hicks, a local resident and shop owner, 6 (*be*) in Ullapool for the past 30 years and believes the changes are largely positive, though.

C/ WRITTEN EXPRESSION - 200 words (± 10%) (8 points)

Choose ONE of the following topics and propose a carefully written, well-organized essay / text with several arguments / ideas and relevant examples.

When appropriate, references to the documents you studied this semester will be appreciated.

Indicate which topic you have chosen.

Topic 1

According to travel writer Chris Haslam, “tourism is the most effective means for the transfer of wealth from the rich to the poor. Done conscientiously it brings opportunity, fosters⁹ mutual affection and benefits the visited as much as the visitor.”

Draw from the documents and examples you studied this semester and/or your own knowledge to discuss this idea.

Topic 2

You are planning a trip to the UK with your best friend. Your friend wants to go on a screen tour (for instance a Bridgerton tour in Bath, a Game of Thrones or Derry Girls tour in Northern Ireland or a Peaky Blinders tour in the Midlands and Northern Britain), but you’d rather do and see something more authentic.

Write an email in which you try to convince him/her to go on an Invisible Cities* tour instead. Give strong arguments and reasons to explain your preference.

**As a reminder, Invisible Cities – which is a social enterprise that trains people who have experienced homelessness to lead walking tours – was discussed in one of the dossiers you had to study.*

Topic 3

According to a blogger, tourists see the world through rose-tinted glasses. “Being a ‘happy tourist’ is a highly biased experience,” he says. “A lot of the nice stuff you get to see or experience would be, in other circumstances, just boring. But because you set yourself up to be [on] a holiday, to discover things, to experience, your entire approach changes. Reality changes, suddenly, [into] a beautiful thing.”

Discuss the attitude this blogger describes and its likely consequences.

⁹ encourages