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Pie in the Sky?¹

Outer space sounds an exciting tourist destination. One can imagine the advertising brochure would promise great views, zero-gravity sports, and space walks. But will space tourism ever take off? That was one of the topics at a recent meeting of legislators, industry advisers, engineers, investors, aerospace corporations and travel agencies in Washington, DC.

Space tourism is obviously many years from lift-off, despite the precedent set by Toyohiro Akiyama, a Japanese television reporter, who in 1990 became the first paying passenger to be sent into orbit and whose return ticket to the Russian space station Mir cost an astronomical \$20m. Yet, some specialists at the Washington conference said that, within the next thirty years, an orbital flight may cost no more than between one thousand and ten thousand dollars and that the number of passengers might rise to around a million. According to a survey, one American in three is interested in going into space, and of those, 40% would pay more than \$5,000 for the privilege.

However, such trips depend on the development of a reusable launch vehicle, as efficient and reliable as an aeroplane. No such vehicle currently exists. The space shuttle, which requires around 30,000 workers and a budget of \$500m per launch, is a non-starter.

Therefore, rather than wait for new technologies, some firms are already providing substitutes for space flight: at Star City, near Moscow, tourists can now buy ten minutes of weightlessness in an Ilyushin-76 aircraft. This will only cost them \$5,000.

Adapted from The Economist, July 3rd, 1999