



PRE-BINDING AGREEMENT BEFORE SIGNATURE OF THE INTERNSHIP AGREEMENT

Dear Sir or Madam,

The student who is about to work with you is schooled in our institution. As part of their training, the student must complete an internship in a professional environment over the following period:

From _____ **to** _____

You will find attached the pedagogical appendix specifying in particular the training content that they must address for the BTS exam.

Thank you for your participation in the training of your future employees.

Kind regards

Deputy Directors of Training

For further information, contact a **teacher in charge**:

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After your agreement and validation of the pedagogical annex by a referent teacher, the internship agreements will be established by the Gaston Berger Business School and will be sent to you by the trainee or by mail for signature.

PEDAGOGICAL APPENDIX TO THE BTS TOURISM INTERNSHIP AGREEMENT

In accordance with Article 2 of the agreement, the purpose of this appendix is to define, accurately, the nature of the missions and tasks to be entrusted to the intern.

THE ORGANISATION

Name :

Address:

.....

Email: Phone:

THE TUTOR

Name and surname:

Function:

E-mail: Phone:

This pedagogical appendix for the internship referred to above is concerning the student:

Surname : **First name:** **Class:**

Internship period: from to (included), for a total of weeks.

Maximum time spent on the premises: 35h/week (140h for 4 weeks and 210h for 6 weeks)

It is imperative that the student acquire the following 11 skills about customer relationship management applied to tourism by the end of the 3 internship periods.

In line with the tourism reference system, the host organisation will entrust the student with the following tasks:

Skills of GRCT (Tourism Customer Relationship Management)	Tasks entrusted to the student <i>(Please tick the relevant boxes)</i>
C1. Organising the reception area	Management of the reception area <ul style="list-style-type: none"> <input type="checkbox"/> Preparing and transmitting tourist information in paper and digital format <input type="checkbox"/> Highlighting the service offered by the reception area <input type="checkbox"/> Animating reception areas including specific spaces (exhibitions, conference rooms, waiting spaces)
C2. Welcoming the customer	Sales and customer support of tourist services - catering to the client <ul style="list-style-type: none"> <input type="checkbox"/> Contacting the customer or prospect face to face, over the phone, or digitally <input type="checkbox"/> Identifying the customer or prospect's needs and expectations <input type="checkbox"/> Completing the information system of the tourist organisation
C3. Carefully listening to the customer	
C4. Characterising the customer request	
C5. Presenting the basic characteristics of the destinations or products	Sales and customer support of tourist services - leading the sales/consulting interview <ul style="list-style-type: none"> <input type="checkbox"/> Using professional tools to carry out the interview (paper and digital documentation: GDS system, database, B to B website) <input type="checkbox"/> Taking into account the customer's objections <input type="checkbox"/> Offering additional services or products: insurance, pre-routing, merchandise, credit facility
C6. Drawing up a tourist service fitting the client's request and the objectives of the organisation	
C7. Closing the sale	
C8. Respecting the legal, ethical and professional rules	Sales and customer support of tourist services - completion of the sale <ul style="list-style-type: none"> <input type="checkbox"/> Presenting the general and special conditions of sale according to the current legislation <input type="checkbox"/> Setting the tourist sales contract <input type="checkbox"/> Booking tourist services <input type="checkbox"/> Creating an invoice <input type="checkbox"/> Collecting the proceeds of the sale
C9. Following up on the sale	Customer follow-up: follow-up of the service <ul style="list-style-type: none"> <input type="checkbox"/> Defining travel documents (vouchers, tickets, travel books, etc.) <input type="checkbox"/> Analyzing and processing customers's complaints <input type="checkbox"/> Providing advisory assistance, especially in case of emergencies
C10. Analyzing the quality of the tourist service sold	Customer follow-up: monitoring the quality of service <ul style="list-style-type: none"> <input type="checkbox"/> Measuring customer satisfaction <input type="checkbox"/> Analyzing customer feedback <input type="checkbox"/> Making proposals for improvement / business development <input type="checkbox"/> Informing the corresponding services
C11. Escorting a group of tourists	Accompaniment of tourists <ul style="list-style-type: none"> <input type="checkbox"/> Installing signage and offering suitable information media <input type="checkbox"/> Providing background by presenting the geographical, historical and cultural context <input type="checkbox"/> Managing tourist flows while respecting safety rules <input type="checkbox"/> Adapting the service according to the demands of tourists and hazards <input type="checkbox"/> Managing accompanying formalities

The 3 internship periods can also validate skills linked to the design and promotion of tourism products and services.

The host organisation intends to entrust the student in connection with the tourism reference system, with the following tasks:

Skills of EPT (Development of a Tourist Service)	Tasks entrusted to the student <i>(Please tick the relevant boxes)</i>
Researching and putting together a tourist service	
C17. Identifying the characteristics of supply and demand for a given service	<input type="checkbox"/> Analyzing the market for a given service
C18. Selecting suppliers and service providers	<input type="checkbox"/> Setting up a tourist service
C19. Assembling the components of the service	
C20. Negotiating the components of the benefit	<input type="checkbox"/> Determination of a selling price
C21. Determining the cost of the service	
C22. Setting a selling price according to commercial policy	
C23. Writing the offer	<input type="checkbox"/> Submitting the offer
Dissemination of a tourist service	
C25. Selecting suitable communication media	<input type="checkbox"/> Setting up external communication operations <input type="checkbox"/> Participating in the creation and writing of communication materials

The activities and tasks entrusted to the student may be adjusted during the internship, in consultation with the teacher in charge, in the mutual interest of the student's host organisation and the student's training, with due consideration to the latter.

Lille, the

Signature
of the student (if over 18)
or legal representative

Signature of the Managing
Director or Company Tutor

Signature of
the Teacher in charge



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