



RÉPUBLIQUE
FRANÇAISE

Liberté
Égalité
Fraternité



BTS Tourism

Embrun

CPF

Formation éligible
au CPF

A

Formation réalisable
en alternance

The benefits of training

Pre-registration on the Netyparéo application portal:
<https://greta-aix-marseille.ymag.cloud/index.php/preinscription/>

Our indicators can be consulted on the site:

https://www.inserjeunes.education.gouv.fr/diffusion/etablissement?id_uai=0050004C

Success rate: 100%

TRAINING

OBJECTIVES

- Informing and advising French and foreign customers on tourism-related services;
- Finalising the sale of these tourist services and ensuring commercial follow-up;
- Creating and promoting tourist products;
- Welcoming and accompanying tourists;
- Collecting, processing and distributing information related to the tourism sector.

PROGRAMME

The course is structured around Competency Blocks (CB)

BC01. Managing the tourist customer relationship

- Organising the reception area
- Welcoming the customer
- Practising active listening to the customer
- Characterising the customer's request
- Presenting the fundamental characteristics of the destinations or products concerned
- Proposing a suitable tourist service
- Finalising the sale
- Respecting the legal, ethical rules
- Following up the sale
- Analysing the quality of the tourist service sold
- Taking charge of a group of tourists

BC02. Devising a tourist service

- Establishing links between socioeconomic or legal developments and tourism activity
- Characterise the role and status of tourism stakeholders
- Identify the threats and opportunities of the environment for a given tourism organisation
- Identify the strengths and weaknesses of a given tourism organisation
- Apply a judgement on the situation of a tourism organisation
- Identify the characteristics of supply and demand (for a given service)
- Select suppliers and service providers
- Assembling the components of the service
- Negotiating the components of the service
- Determining the cost price of the service
- Fixing a selling price in line with the marketing commercial policy
- Drafting the offer
- Selecting suitable distribution networks
- Selecting suitable communication media
- Appraising the construction and implementation of the service

BC03. Managing tourist information

- Overseeing information
- Identifying developments and significant changes in the environment
- Updating information bases
- Producing information useful for decision-making
- Disseminating messages adapted (content and channel) to the target audience
- Archiving information
- Participating in securing the tourist information system

BC04. General Culture and Expression
BC05 Communication in Modern Foreign Languages LVA : English
BC06. Communication in modern foreign languages LVB : modern language B (Italian German Spanish) other languages, please consult us
BC07. Tourism and Territories
BC088 SST (Sauveteur Secourisme du Travail)
Professionalization workshops

VALIDATION

- Diploma from the Ministry of National Education and Youth Level 5 (BTS)
+ d'informations sur cette certification (RNCP37890, libellé exact du diplôme, nom du certificateur, date d'enregistrement de la certification) en cliquant sur :
<https://www.francecompetences.fr/recherche/rncp/37890/>

WHO SHOULD ATTEND?

AUDIENCE

All audiences

PREREQUISITES

Baccalaureate diploma (general, technological, vocational in the intended speciality)
Good motivation built on a fair representation of the profession, a taste for exchange, good written and oral communication skills, fairly good command of English.

EDUCATIONAL ORGANISATION

SESSION DATES

from 4 September 2023 to 30 June 2024 **DIVERS FINANCEMENTS**

from 2 September 2024 to 30 June 2025 **DIVERS FINANCEMENTS**

APPRENTICESHIP

from 1 September 2025 to 30 June 2026 **DIVERS FINANCEMENTS**

APPRENTICESHIP

DURATION

Maximum total duration of 3,650 hours, including 2,300 hours in a company and 1,350 hours at the training centre.
The duration of the course is indicative and will be determined according to your profile.

WORKFORCE

6 places

TEACHING METHODS, EQUIPMENT AND FOLLOW-UP

Teaching method

- Fully classroom-based training

Teaching methods

- Group lessons

Equipment

- Equipped technical platforms
- Room equipped with networked computer workstations

Monitoring and individualisation

Positioning upstream of training entry.
Taking account of beneficiary satisfaction during and at the end of training.

EXPERTISE OF PARTICIPANTS

Education Nationale certified teachers, Bac +3 trainers with significant experience in adult education, professional lecturers.

ASSESSMENT AND CERTIFICATION PROCEDURES

Tests at the end of training (One-off assessment) .

FINANCING

RATE

Hourly rate incl. VAT: euros 15.00

. This price is indicative and non-contractual. Depending on your status, this training can be fully financed. Contact us.

FINANCING

Session from 04 September 2023 to 30 June 2025

Training eligible for the CPF.

This training can be financed by various partners: State, local authorities, companies, OPCO, etc. (subject to conditions). GRETA-CFA will provide you with a personalised quote and help you put together your funding application.

Session from 02 September 2024 to 30 June 2026

Training on a sandwich course (apprenticeship or professional training contract).

Training eligible for the CPF.

This training on a sandwich course (apprenticeship or professional training contract) can be fully financed. It is also open to other audiences and may be covered by other partners/funders. Please contact us for more information.

Session from 01 September 2025 to 30 June 2027

Training on a sandwich course (apprenticeship or professional training contract).

Training eligible for the CPF.

This training on a sandwich course (apprenticeship or professional training contract) can be fully financed. It is also open to other audiences and may be covered by other partners/funders. Please contact us for more information.

HOW DO I REGISTER?

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Applications on Parcoursup.

Depending on the funding body, training is available between 15 and 45 days before the start of the course. Please contact us for further information.

AFTER THE COURSE

Integration into employment in 4 types of company and/or organisation:

- tourism companies such as travel agencies (incoming and outgoing), tour operators, business centres, reservation centres, associative tourism structures, cruise ship port of call offices; a significant proportion of their activities may also be included in this category, such as theme parks and leisure sites, tourist or leisure vehicle rental companies, companies specialising in the sale of gift packs (tourism or leisure) ;
- territorial tourism bodies linked to local, regional, or even national or international institutions such as tourist offices, departmental and regional tourism committees, tourist development agencies, nature parks, semi-public companies in the tourism sector, heritage or tourism development associations (eco-museums, tourist routes,);
- passenger transport companies for part of their activity, such as coach operators; airlines and airport managers; sea and river carriers, cruise operators, cruise or marina managers; cable car managers ; rail transport operators;
- accommodation companies for part of their activity, such as holiday clubs and villages, open-air hotels, social tourism residences, hotel chains (for the tourism and seminar activities part), congress and business centres.

AMENITIES

Access for people with disabilities

Accessible to people with disabilities

PRACTICAL INFORMATION

CONTACTS

Anne-Sophie POPULAIRE - Business Development Officer
T. 07 88 21 76 01 | anne-sophie.populaire@gretacfa0405.fr

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T. 06 86 64 18 06 | annabel.juzian@gretacfa0405.fr

Sophie THOMAS - Disability Officer
T. 09 77 24 25 02 | sophie.thomas@gretacfa0405.fr

PLACE OF TRAINING

Lycée Climatique Honoré Romane | Route de Caleyere | 05202 Embrun

ORGANIZATION

GRETA-CFA Alpes Provence

Headquarters : Lycée Dominique VILLARS 05000 Gap

Public reception Monday to Friday from 09.00 to 12.00 and from 14.00 to 17.00

Business registration number : 9305P000605