

BTS TOURISME — 2nd YEAR

ANGLAIS (LVA)

SUJET D'ENTRAÎNEMENT N°4 : TAILOR-MADE TOURISM

THEME: Incoming Tourism / Sustainable Luxury

CONTEXT:

You work as a Travel Consultant for "**Authentic France Travels**", a DMC (Destination Management Company) based in Bordeaux, specializing in high-end, slow-tourism experiences for English-speaking clients.

YOUR ROLE:

You have received an inquiry from a wealthy American couple, Mr. and Mrs. Steinberg, who are planning a trip to the Dordogne region. They are demanding clients who value sustainability but do not want to compromise on comfort.

DOCUMENT 1: CLIENT EMAIL

From: j.steinberg@nyc-mail.com

To: contact@authentic-france-travels.com

Subject: Inquiry for Dordogne Trip - September 2026

Dear Team,

My husband and I are looking to visit the Dordogne region for 5 days next September (approx. Sept 15-20). We have heard wonderful things about the food and the prehistoric sites, but we are overwhelmed by the options online.

We are looking for a relaxing but culturally rich experience. We are **not** interested in crowded tourist buses or standard "run-of-the-mill" tours.

Here is what we are looking for:

- **Accommodation:** A boutique hotel or a high-end B&B. It must be charming and quiet.
- **Interests:** I am very interested in Lascaux and cave art. My husband is a "foodie" and wants to visit a truffle farm or a vineyard, but he hates commercial, large-scale wineries.
- **Transport:** We prefer not to drive.
- **Values:** We try to travel responsibly. We'd like to know that our trip benefits local artisans, not big corporations.

Our budget is around **€3,500** for the two of us (excluding flights).

Could you please send us a preliminary proposal? We would like to see if you "get" our style before we book.

Best regards,

Jennifer Steinberg

New York, USA

PART 1: WRITTEN PRODUCTION (Preparation 30 minutes)

Competence evaluated: Production Écrite

Task:

Write a reply email to Mrs. Steinberg.

In your email (approx. 150 words):

1. Adopt a professional and welcoming tone appropriate for a luxury client.
2. Acknowledge their specific constraints (no driving, sustainability, avoiding crowds).
3. Propose **two specific activities** that match their interests (one cultural, one gastronomic) to tempt them.
4. Suggest **one mode of transport** that solves their "no driving" request while respecting their eco-friendly values.
5. Encourage them to schedule a call to finalize the itinerary.

PART 2: ORAL INTERACTION (Preparation 30 minutes)

Competence evaluated: Production Orale en Interaction

Phase 1: Presentation (5-15 minutes)

Briefly present the context of the request and justify the choices you made in your email to the examiner (who plays the role of your manager). Explain why your proposal fits the "Slow Tourism" trend.

Phase 2: Roleplay (15-20 minutes)

Situation: The client (Mrs. Steinberg, played by the examiner) calls you after receiving your email.

The Conflict:

- She loves the activity ideas, **BUT** she feels the original budget of €3,500 is a bit high for just the activities proposed during the 5 days.
- She is worried that "sustainable" transport might mean "uncomfortable" or "slow."
- She saw a cheaper tour on TripAdvisor and asks why she should book with you instead.

Your Goal:

- Reassure her about the value for money (exclusivity, private guides).
 - Defend your choice of transport (comfort + ecology).
 - Convince her to confirm the booking by offering a small "special touch" or compromise.
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