

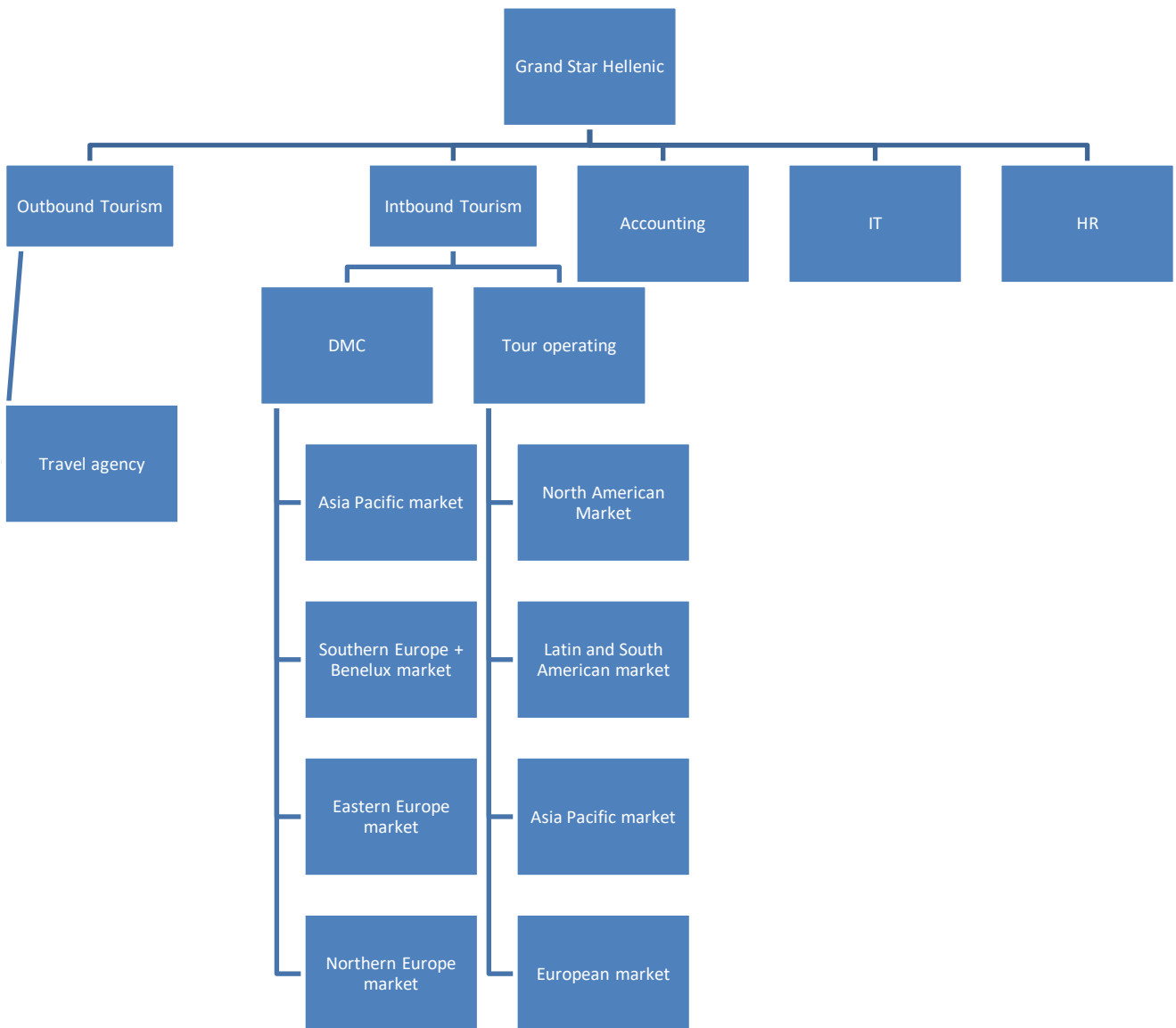
**Name Intern: Robyn Jacques**

**Internship Company: The DMC Greece / Grand Star Hellenic**

**Internship Period: 25 March - 16 June 2019**

**PART 1 = The Company/The Organization**

**Organization/Company Chart**



### Short description of the Company/Organization

Grand Star Hellenic is a travel agency based in Athens, Greece. The company offers both outbound and inbound services. People based in Greece can use the company's services to travel abroad, and vice versa. People travelling to Greece come to Grand Star Hellenic via travel agencies in their home countries. In this capacity, Grand Star Hellenic acts as a tour operator, creating packages and customer travel arrangements for FITs and groups. The company also has a DMC department dedicated to B2B services.

Grand Star Hellenic benefits from many multinational employees. Despite being a Greek company, English is the main communication language, even when dealing with Greek suppliers.

### Market situation of the Company/Organization

Regional

National

International

The company has a strong national and international position within the tourism industry. Within Greece, Grand Star Hellenic has multiple sister offices in the major tourism hotspots, such as Thessaloniki, Crete, Santorini, Rhodes, etc.

### What's the position of the internship within the Company/Organization

My position within the company is at the DMC department. Together with my mentor we are in charge of the Northern European Market, specifically all requests coming from Sweden.

### Tasks to be carried out as an intern

- Receiving requests from clients
- Constructing and sending offers
- Creating budgets
- Site inspections
- Booking accommodation, transfers, assistants, restaurants, activities, etc
- Filing
- Invoicing

**PART 2 = SWOT-analysis of the internship**

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<b>S</b> <ul style="list-style-type: none"><li>- Extremely strong mentorship</li><li>- Working on all steps of an event's process</li><li>- Improve professional English</li><li>- Learn about MICE</li><li>- Attending events</li></ul>	<b>W</b> <ul style="list-style-type: none"><li>- Office work / Limited onsite experiences</li><li>- Can only offer what suppliers have already created / limited creativity</li><li>- Only land arrangements, no flight bookings</li></ul>
<b>O</b> <ul style="list-style-type: none"><li>- Opening doors into many different career paths</li><li>- Broadening professional network</li><li>- Real practical experience to put on resume when applying for jobs</li><li>- Job opportunities at international partners of the company</li></ul>	<b>T</b> <ul style="list-style-type: none"><li>- Very dependent on receiving requests: if not many requests come in then the internship will lose its value.</li><li>- Online booking tools will develop to take over these jobs</li></ul>

**PART 3 = SWOT-analysis of the education programme in relation to the internship**

<b>S</b> <ul style="list-style-type: none"><li>- Good preparation from Bachelor Project</li><li>- Previous international experience as preparation for internship</li><li>- Good mix of subjects (financial, accommodation, law, transport, etc)</li><li>-</li><li>-</li></ul>	<b>W</b> <ul style="list-style-type: none"><li>- Not enough support from home institute during internship</li><li>- Too much focus on languages when everyone speaks English in professional communication</li><li>- Too academic, not practical enough</li><li>-</li><li>-</li></ul>
<b>O</b> <ul style="list-style-type: none"><li>- Gaining new international experience</li><li>- Broadening professional network</li><li>- Putting academic knowledge into practice</li></ul>	<b>T</b> <ul style="list-style-type: none"><li>- Not enough financial support to send everyone to their chosen destination</li><li>- Education programme cannot keep up with fast evolving industry</li></ul>