

HTT A299: CERTIFIED TRAVEL ASSOCIATE

Item	Value
Curriculum Committee Approval Date	03/13/2019
Top Code	300900 - Travel Services and Tourism
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

The Certified Travel Associate (CTA) program teaches skills to become a front-line travel industry professional, such as how to close more sales, improve efficiency, expand geography knowledge and fine-tune customer service skills, all while earning widely recognized industry credentials. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Become a Certified Travel Associate (CTA) and recognized globally for their achievement.
2. Deliver customer-focused selling and provide luxury level customer service.
3. Demonstrate professionalism at work and understand the uniqueness of customer needs.
4. Apply business writing skills and interpersonal communication within the workplace.

Course Objectives

- 1. Identify the key characteristics and needs of different types of travelers.
- 2. Use various methods to determine what motivates customers to travel according to their general characteristics, needs and preferences.
- 3. Use knowledge of customer needs to select appropriate destinations and travel products.
- 4. Determine the meaning and significance of customer focused selling in travel.
- 5. Find customers and assess their buying characteristics.
- 6. Develop relationships with customers based on trust and credibility.
- 7. Use effective strategies to anticipate and deal with common objections during the sales process.
- 8. Manage a customers satisfaction after the sale has been made.
- 9. Demonstrate the characteristics and behaviors that define your role as a travel professional.
- 10. Identify basic principles for ethical behavior in the travel workplace.

- 11. Realize the necessity of ethical codes of conduct.
- 12. Practice strategies to enhance your professionalism at work.
- 13. Explain why quality service is an important business and sales strategy.
- 14. Identify characteristics of internal and external customers.
- 15. Describe customer service expectations for both internal and external customers.
- 16. Outline a program for developing a focus on customer service.
- 17. Utilize a seven-step approach to problem resolution.
- 18. Explain latitude and longitude in reference to: (a) defining earth's hemispheres; (b) world time zones; (c) location coordinates.
- 19. Define the major land forms and bodies of water and identify several key tourism areas that exemplify each.
- 20. Identify the major factors that affect weather and climate.
- 21. Name, identify the location and briefly describe one cultural/natural heritage site and one major entertainment or sports attraction/activity in each of the following Western Hemisphere destinations: Western U.S., Eastern U.S., West Indies, Canada, Mexico, Central America, and South America.
- 22. Identify and describe a minimum of two important tourism areas in each of the following major regions in Europe: British Isles, Northern Europe, Scandinavia, Mediterranean Europe, and Central Europe.
- 23. Explain the types of transportation that are recommended when touring Western Europe, Eastern Europe, Middle East, Africa, and Asia.
- 24. Describe the standard types of accommodations in addition to any unique or special lodging available in Europe, Middle East, Africa, and Asia.
- 25. Recommend major sightseeing attractions when visiting countries in the Middle East, Africa, and the Far East.
- 26. Identify the growing trends in special interest travel.
- 27. Develop a marketing strategy and plan.
- 28. Effectively promote special interest programs.
- 29. Explain the importance of interpersonal communication as a means to build lasting relationships.
- 30. Utilize guidelines for effective verbal communication.
- 31. Practice nonverbal behaviors that support your intended message.
- 32. Listen actively when you consult with your clients and colleagues.
- 33. Use your interpersonal skills to adapt to various communication styles.
- 34. Follow basic principles for effective business writing.
- 35. Identify practical strategies for writing more effective emails, memos, and business letters.
- 36. Write concise reports and proposals that get results.
- 37. Use professional marketing communications to publicize your business efforts.
- 38. Practice your writing techniques for more effective communication on the job.

Lecture Content

People and Travel Needs Importance of travel Discretionary vs. Nondiscretionary Types of Travel Business Meeting and Incentive VFR Leisure and vacation Familiarization Buying Behavior Demographics and Psychographics Maslows Hierarchy of Needs Plog's Concept of

Allocentrism and Psychocentrism Buyer Psychology Who, What, When, Where, Why Benefits not features Travel Sales Role as salesperson Customer focused selling Situational selling Sales Cycle Customers Rapport Needs Recommendation Obstacles Close the sale Follow up Sales by Telephone Communication challenges Sales strategies Travel Professionalism Professionalism at work Professionalism and Ethics Ethics in travel Legal aspects Codes of conduct Tools for Professionalism Stress management Time management Continuing education Importance of Service Customer dissatisfaction Loyal customers Sales and service connection Customers Internal vs External Customer Needs Core service Service expectations Moments of Truth Learning from customers Action plan Dealing with Customer Problems and Problem Customers Why problems Methods for working through problems Stress Discover Your World Land forms Bodies of water Latitude and longitude Time zones Climate and weather Maps Highlights of the Western Hemisphere Getting around Where to stay What to see and do Highlights of Europe Getting around Where to stay What to see and do Highlights of the Middle East and Africa Getting around Where to stay What to see and do Highlights of Asia and the Pacific Rim Getting around Where to stay What to see and do Special Interest Travel Changes in the travel agency landscape Changing consumer Growth of the special interest travel Benefits to agencies Challenges Getting Started Finding a Niche Assessing existing clientele Considering the impact on your current business Assessing the marketplace Working with vendors Creating a Marketing Plan Mission Statement Rationale Target audience Competitive Analysis Goals and objectives Action tasks Marketing strategy Financial analysis Promoting Special Interest Travel Image Public Relations Vendor help Direct Mail Advertising Internet Nature of Interpersonal Communication Communication process Power of perception Relationships through communication Communication style Verbal Communication Words and meaning Vocabulary, jargon and clutter Vocal cues Non Verbal Communication Impact of non verbal communication Body Language Other Nonverbal cues Listening Importance of good listening Levels of listening Listening for success Business Writing Principles Writing versus speaking Before you write The five "C's" of effective business writing Office Communications Email Memos Business letters Management Communications Reports Proposals Marketing Communications Web sites Brochures Press Releases Feature Articles Certified Tourism Ambassador Research Planning Customized Program Development Field Testing Train the Trainer Program Roll-Out Ongoing Program Management

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, handouts, case studies, group participation, video demonstration, discussion, student projects, computer modules, skill simulations, and field trips.

Reading Assignments

Students will spend approximately 2-3 hours per week on reading assignments, including the following: Read and maintain an in class agency manual Library Research Read posted airline articles in LMS. Read posted discussion topic, research and participate in the argument.

Writing Assignments

Students will spend approximately 2-3 hours per week on writing assignments, including the following: Problem solving exercises will include written comprehensive responses. Proficiency demonstrations

of applied skills demonstrating evaluation and critique techniques. Journal of observations and experiences. Present a professional portfolio journaling learning outcomes. Cognitive responses to classroom lecture and demonstration will be required. Weekly problem solving exercises will include written and oral comprehensive responses.

Out-of-class Assignments

Students will spend approximately 2-3 hours per week on out-of-class assignments, including the following: Initial writing assignments will include a short essay to assess general country knowledge. Access and develop event plans based on industry knowledge, including and all courses taken at OCC or other public or private institution relating to the travel industry. Interactive computer demonstration of Power Point presentation skills. Worksheets completed from information in the text, computer software, lectures and video presentations. Examinations consisting of fill-in, multiple choice and short essay. All quizzes and examinations will be at least 75% comprehensive responses. Weekly problem solving exercises will include written and oral comprehensive responses.

Demonstration of Critical Thinking

All course objectives require critical thinking. To apply the objectives, students will be required to: Participate in class discussion and other interactive classroom work Use theory to support writing assignments Research, evaluate and organize information in order to present a presentation on an assigned topic Evaluate the presentations of others Present a professional portfolio documenting

Required Writing, Problem Solving, Skills Demonstration

Quizzes and examinations. Problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture and demonstration will be required. Proficiency demonstration of applied skills demonstrating evaluation and critique techniques. Read and complete all necessary coursework for CTA certification.

Eligible Disciplines

Flight attendant training: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Hotel and motel services: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Travel services (dispatching): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required The Travel Institute. CTA Certification, latest ed. Wellesley: The Travel Institute, 2010

Other Resources

1. Required: Students must have routine access to reliable computer, internet, and mobile communication device with adequate Internet and SMS/video/camera capabilities.