



OFFICE OF PROFESSIONAL AND  
CONTINUING EDUCATION

Office of Professional & Continuing Education  
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No refunds can be issued after the start date published in your Financial Award document.

## Education & Training Plan

Student Name: \_\_\_\_\_

Start & End Dates: \_\_\_/\_\_\_/\_\_\_ to \_\_\_/\_\_\_/\_\_\_

## Travel Agent Specialist Certificate Program

### Mentor Supported

#### MyCAA Information

Course Code: AU- TTAS  
Program Duration: 9 Months  
Course Contact Hours: 360  
Student Tuition: \$3,950

This training program combines a two course training track:

- **Travel Agent & Tourism**
- **Travel Agent Geography**

Travel agent career professionals consistently help people plan family vacations, corporate trips, cruises, international travel, and specialty tours such as adventure vacations. Travel agents generally have access to important information regarding fares and discounts, and are knowledgeable about particular geographic locations. Overall, a travel agent career professional can help consumers plan the most appropriate travel arrangements for their needs.

#### The Job Outlook

Employment of travel agents is projected to grow by 10 percent from 2010 to 2020, about as fast as the average for all occupations. Clients who want customized travel experiences, such as adventure tours, will continue to require the expertise of agents. However, the ability of travelers to research vacations and book their own trips using the Internet is expected to continue to suppress demand for travel agents.

## **Certification:**

Upon successful completion of our Travel and Tourism course, students will be prepared for an entry-level position as a travel agent in a travel agency and will be prepared to take the **National Travel Agent Proficiency (TAP) Test**. The TAP Test is a basic competency test that measures the entry-level knowledge of travel professionals within all aspects of the travel industry. The test was developed by **The Travel Institute and the American Society of Travel Agents (ASTA)** to provide a national standard of entry-level proficiency for the travel industry.

# **Travel Agent and Tourism**

## **180 hours**

## **Overview**

Are you interested in learning more about a travel agent career? Would you like to better understand travel and tourism jobs? Our Travel Agent and Tourism course can help you learn more about the daily life of a travel agent and take the first step in getting quality training.

Travel agent career professionals consistently help people plan family vacations, corporate trips, cruises, international travel, and specialty tours such as adventure vacations. Travel agents generally have access to important information regarding fares and discounts, and are knowledgeable about particular geographic locations. Overall, a travel agent career professional can help consumers plan the most appropriate travel arrangements for their needs.

Our travel agent course provides training on the essentials of travel and tourism, from air transportation to the cruise industry and more. Let our course be your first step in getting one of many interesting travel and tourism jobs such as working for a corporation, online travel agency, or even working from home!

After completing this course, you should be able to:

- Identify the role of the travel agent and various sectors of the industry
- Define the elements of basic travel geography
- List strategies for coordinating air travel and cruises
- Recognize the roles the internet and social media play in the travel industry
- Recall methods for communicating with clients and marketing and selling to the public

## **Outline**

### **Travel Agent and Tourism Module 1** **The Travel Industry and Air Transportation**

- Travel Terminology
- Sectors of the Travel Industry
- How Travel is Sold
- Why People Travel

- The Aviation System
- Aircraft
- Flight Types and Routes
- The Airlines

**Travel Agent and Tourism Module 2**  
**Taking to the Skies and the Hospitality Industry**

- The Airport Experience
- Airport and Aviation Management
- Airfares
- Who Sells Airline Tickets?
- Types of Accommodations
- Hotels
- Other Kind of Lodging
- Who Owns Lodging Facilities
- What Rooms Cost
- How Lodging is Sold

**Travel Agent and Tourism Module 3**  
**Travel Agency and Tour Industry**

- A Travel Agent's Value
- Kinds of Travel Agencies
- Corporate Travel Management
- Travel Agent: Sales or Service Person
- How Agents Obtain Information
- Kinds of Tours
- Who Owns Tour Companies?
- Why People Take Tours
- What Determines Price
- How Tours Are Sold

**Travel Agent and Tourism Module 4**  
**Cruise Industry and Other Segments of the Travel Industry**

- Why People Cruise
- Kinds of Cruise Lines and Ships
- The Ship Experience
- Who Owns Cruise Lines
- What Cruises Cost
- How Cruises Are Sold
- Car Rentals
- Rail Travel
- Destination Marketing Organizations
- Travel Suppliers

**Travel Agent and Tourism Module 5**  
**Geography of Travel and Marketing and Selling to the Public**

- Maps
- The Winds of Travel
- Bodies of Water
- Landforms
- The Nations We Visit
- Cultural Geography
- Marketing the Travel Product
- Selling Travel
- Serving the Traveling Public

### **Travel Agent and Tourism Module 6 Techno-Travel**

- CRS and GDS Systems
- Travel and the Internet
- Social Media
- CRM
- Other Travel-Related Technologies
- Crossing Borders
- Costs, Currencies and Exchange Rates
- Health Concerns
- Safety and Security Issues

### **Materials:**

All materials are included in this course.

### **Certification:**

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### **System Requirements:**

#### **Internet Connection**

- Broadband or High-Speed - DSL, Cable, and Wireless Connections

\*Dial-Up internet connections will result in a diminished online experience. Classroom pages may load slowly and viewing large audio and video files may not be possible.

#### **Hardware Requirements**

- Processor - 2GHz Processor or Higher

- Memory - 1 GB RAM Minimum Recommended

\*While our courses are accessible through multiple mobile learning platforms, some courses may include a CD or DVD with the Textbook, so you may need access to a computer with CD-ROM or DVD Drive.

### **PC Software Requirements**

- Operating Systems - Windows Vista, Windows 7, Windows 8 or 8.1
- Microsoft Office 2007, 2010 or 2013 or a Word Processing application to save and open Microsoft Office formats (.doc, .docx, .xls, .xlsx, .ppt, .pptx)
- Internet Browsers - Google Chrome is highly recommended
  - Cookies MUST be enabled
  - Pop-ups MUST be allowed (Pop-up Blocker disabled)
- Kindle Reader App is needed for many of our courses (No special equipment needed. This can be downloaded for FREE onto your computer.)
- PowerPoint Viewer (if you do not have PowerPoint)
- Adobe PDF Reader
- QuickTime, Windows Media Player &/or Real Player

### **MAC Software Requirements**

- Operating Systems - Mac OS x 10 or higher with Windows
- Mac office programs or a Word Processing application to save and open Microsoft Office formats (.doc, .docx, .xls, .xlsx, .ppt, .pptx)
- Internet Browsers- Google Chrome is highly recommended
  - Cookies MUST be enabled
  - Pop-ups MUST be allowed (Pop-up Blocker disabled)
- Kindle Reader App is needed for many of our courses (No special equipment needed. This can be downloaded for FREE onto your computer.)
- PowerPoint Viewer (if you do not have PowerPoint)
- Adobe PDF Reader
- Apple QuickTime Media Player
- If your course has a CD-ROM or DVD included, you **may** need to have Microsoft Windows Operating Systems over Bootcamp (Bootcamp is a free download from Apple's website) or Windows setup with Parallels.

**\*\*Outlines are subject to change, as courses and materials are updated.\*\***

## **Travel Agent Geography**

180 Hours

### **Overview**

A professional travel agent must match the traveler with the right destination and services this course helps you learn how to do that exact thing. Travel Agent Geography approaches geography from the travel industry perspective and is designed not just for travel agents but for all travel professionals.

Among the highlights are detailed information on attractions, climate, lodging, and cultural patterns. Sample itineraries and profiles of typical visitors to each destination are also included in this course.

After completing this course, you should be able to:

- Identify strategies for selling geographical destinations
- Identify features of North and South American destinations and more
- Identify features of European and Asian destinations and more
- Identify climate patterns, culture, and typical visitor types for destinations around the world
- Identify the steps to start your own travel business

## **Outline**

### **Travel Agent Geography Module 1**

#### **North America - Part 1**

- Geography & How to Sell It
- New England: The Cradle of Liberty
- New York: Broadway
- New Jersey: Boardwalk
- Pennsylvania & Maryland: Mid-Atlantic
- Virginia & Washington D.C.
- Florida: Tourist Central

### **Travel Agent Geography Module 2**

#### **North America - Part 2**

- California: Glamour
- Arizona: Grandeur
- Canada & Alaska: The Great White North
- Hawaii: Paradise Found
- Eastern North America
- Western North America

### **Travel Agent Geography Module 3**

#### **Latin America & Caribbean**

- Rhythms of Culture
- Mexico: Tropical Fiesta
- The Caribbean: A Sea of Nations
- Brazil: Where Everything Sizzles
- Latin America Potpourri

### **Travel Agent Geography Module 4**

#### **Europe: Continental Flair**

- Great Britain & Ireland
- France: The Movable Feast

- Italy: Pisa & Pizza
- Spain & Portugal
- Germany: Romantic Roads
- Greece & Turkey
- European Potpourri

### **Travel Agent Geography Module 5 Africa & the Middle East**

- Savannahs & Sand
- Egypt: Riddles in Time
- Israel, Palestine, & Jordan
- The Holy Lands
- Kenya & Tanzania
- African & Middle Eastern Potpourri

### **Travel Agent Geography Module 6 Asia & The Pacific**

- Rim of Mystery
- Australia & New Zealand
- The Pacific: Fantasy Island
- Japan: Pearl of the Orient
- Singapore & Thailand
- China: Of Red & Gold
- Asia & the Pacific Potpourri

### **Travel Agent Geography Module 7 Start a Travel Business**

- The Travel Agent's World
- Travel Business Risks
- Home-based Travel Agents
- Defining Your Market
- Choosing Your Clients
- Research Your Market
- Sizing Up the Competition
- Laying Your Foundation
- Start Up Costs
- Travel Specific Software
- Price Your Time & Package
- All About Tours & Cruises
- The Adventure Travel
- Senior Travel
- Advertising & Promotion
- Controlling Your Finances

### **Required Materials:**

- *Travel Perspectives: A Guide to Becoming a Travel Professional* by Ginger Gorham and Susan Rice
- *Selling Destinations* by Marc Mancini
- *Start Your Own Travel Business and More* by Rich Mintzer & Entrepreneur Press

### **System Requirements:**

#### **Internet Access**

- Broadband or high-speed internet access is strongly recommended. Broadband includes DSL, cable, and wireless connections.
- Dial-Up internet connections will result in a diminished online experience. Moodle pages may load slowly and viewing large audio and video files may not be possible.

#### **Hardware**

- Virtually all Windows-Mac hardware configurations and processors are acceptable.
- 1 GB RAM recommended
- Software
- Operating Systems
  - Windows XP or Vista and Mac OS X 10 and higher
- Web Browsers
  - Mozilla Firefox 2 and 3 (previous versions will work also)
  - Internet Explorer 6, 7 and 8
  - Safari is not currently recommended as it cannot display certain Moodle editing menus for both students and instructors
- Media Plug-ins (These may be required depending on your course media-click on the links below to download the latest versions)
- Adobe Flash Player
- Adobe Acrobat Reader
- Apple Quicktime
- Windows Media Player
- Real Player
- PowerPoint Viewer (use this if you don't have PowerPoint)