



OFFICE OF PROFESSIONAL AND
CONTINUING EDUCATION

Office of Professional & Continuing Education
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Education & Training Plan

Student Name: _____

Start & End Dates: ___/___/___ to ___/___/___

Travel Agent Specialist with Bookkeeping Certificate Program

Mentor Supported

MyCAA Program Information

Tuition: **\$3,999**

Course Code: AU- TTASB

Program Duration: 9 Months

Course Contact Hours: 630

This training program combines a two course training track:

- **Travel Agent & Tourism**
- **Travel Agent Geography**
- **Professional Bookkeeping**

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 Professional Bookkeeping course, students will be prepared for an entry-level position as a bookkeeper in an office setting and will be prepared to sit for the NACPB national certification exam. NACPB's Bookkeeper Certification assures employers you have bookkeeping knowledge and skill. You obtain the Certification by passing the Uniform Bookkeeper Certification Examination.

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:

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.

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

Professional Bookkeeping

270 Hours

Overview

This Professional Bookkeeping course will show you the essentials of record keeping for a small business and will show why it's necessary to track information. The course will give you a greater understanding of the purpose and process of record keeping. Professional Bookkeeping teaches you how to sort through the masses of information and paperwork, how to record what is important for a business, and how to use that information to grow a business for success. This course helps prepare you to take the NACPB Bookkeeping Certification exam. Professional Bookkeeping also assists you in setting up and running a thriving home-based bookkeeping business. This course includes 50 lessons on DVD.

After completing this course, you should be able to:

- Define the basics of beginning, intermediate, and advanced bookkeeping
- Identify the steps involved in starting a bookkeeping business
- Define methods for recruiting and maintaining clients
- Distinguish between bookkeeping and accounting
- Identify methods for tax planning and minimizing taxes

Outline

Professional Bookkeeping Module 1

Bookkeeping Basics

- Getting Started
- The Origins of Bookkeeping
- Generally Accepted Accounting Principles (GAAP)
- Accrual Accounting
- Debits and Credits
- Accountants versus Bookkeepers
- Accounting Jargon
- Setting Up the Record Keeping System
- The Balance Sheet
- Assets and Liabilities
- The Income Statement
- The Cash Flow Statement

Professional Bookkeeping Module 2 Intermediate Bookkeeping

- Recording the Sales Cycle
- Recording the Purchases Cycle
- Inventory Tracking Systems
- Capital Assets
- Understanding Depreciation
- Leases and Loans
- Transactions between the Company & Its Owners
- Remittances to the Government
- Maintaining a Petty Cash System
- Reconciling the Bank
- Backward Posting
- Organizing Messy Books

Professional Bookkeeping Module 3 Advanced Bookkeeping

- The Role of the External Accountant
- Creating Financial Statements
- Corporate Income Tax Returns
- Budgeting for a Business
- Setting up a 12-Month Budget
- Monitoring Cash Flow
- Understanding Bartering
- Foreign Currency Transactions
- Reconciling the Foreign Currency Bank Account
- Tax Planning
- Minimizing Taxes versus Avoiding Taxes
- Owner / Manager Remuneration

Professional Bookkeeping Module 4 Starting a Bookkeeping Business

- Starting a Bookkeeping Business
- Being Self-Employed
- Balancing Work and Family
- Financial Considerations
- Start Up Considerations
- Writing a Business Plan
- Management and Organization
- Doing your Accounting
- Establish a Business Identity
- Business Checking Account
- Business Credit Cards
- Setting Up Your Home Office

Professional Bookkeeping Module 5 Marketing & Clients

- Bookkeeping or Accounting
- Bookkeeping Certification
- Getting Experience
- Marketing Your Business
- Your Ideal Client
- Targeting a Niche
- Cultivating Referrals
- Online Marketing and Social Media
- Understanding Websites
- Writing Blogs or Articles
- Financial Considerations
- Client Management, Legal, and Ethical Issues

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
- *Bookkeeping 101 & Beyond with Peachtree Accounting* (DVDs) by Robert Henry

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)