

BECOMING A CTP

PHASE I—APPLICATION

The first phase of achieving the CTP designation is the application. Applicants must obtain 15 quality points from the following three areas to begin their CTP coursework:

| Education* | Maximum Points |
|------------------------------------|----------------|
| Doctorate | 10 |
| Masters | 8 |
| Bachelor/Diploma | 6 |
| Associate Degree | 4 |
| Post graduate certificate | 2 (each) |
| Recognized industry certifications | 2 (each) |

**Note: The highest earned degree will be recognized for certification and recertification*

| Employment* | Maximum Points |
|--------------------|----------------|
| 10+ years | 8 |
| 9 years | 7 |
| 8 years | 6 |
| 7 years | 5 |
| 6 years | 4 |
| 3-5 years | 3 |

**Note: A minimum of 3 years full-time employment in the travel industry is required to apply.*

| Service | Maximum Points |
|------------------------------------|----------------|
| Industry convention chairperson | 5 |
| Industry Board/Executive Committee | 5 |
| Industry article publication | 5 |
| Industry moderator/speaker | 3 |
| Industry committee service | 2 |
| Industry convention attendance | 1 |
| Tourism Cares involvement | 1 |

Visit www.NTAonline.com for a downloadable version of the CTP application and complete program details. **NTA members pay only \$150** for the program, inclusive of registration, course guidebooks available online, testing and graduation fees. Nonmembers pay only \$900.

PHASE II—COURSEWORK

Developed through comprehensive research and input from more than 100 NTA members, the new courses are truly the heart of the new CTP program. Three core areas of study have been developed that speak to the specific needs of packaged travel professionals.

Strategic Packaged Travel Leadership, Management and Administration—focuses on being a leader in the industry, managing human resources and operations, and creating the total customer experience through quality service.

Strategic Packaged Travel Marketing and Sales—includes coursework on developing and marketing innovative products and services, maximizing sales and managing public relations efforts.

Strategic Packaged Travel Financial Management—provides an understanding of managing financial performance, forecasting business needs, establishing budgets, understanding payroll systems and ways to identify sources of funding.

Successful completion of each core course provides 20 points toward the 60 quality points necessary to complete this section of the program. Candidates can complete these courses by attending in-person sessions at NTA events and self-study on the Blackboard system. Quizzes must be taken and passed for each of the three courses to receive the 20 points for each course.

PHASE III—LEARNING PORTFOLIO

To complete your CTP work, each candidate must submit a Learning Portfolio. This is best described as a comprehensive case study incorporating all of the knowledge and information learned through the coursework.

The Learning Portfolio will be submitted online and evaluated by Temple University. Evaluation is based on the candidate's incorporation of knowledge gained through the coursework and professional experience.

The Learning Portfolio is worth 25 quality points, with a minimum of 20 points necessary to graduate.