



# 2009

## Certified Travel Industry Specialist Program

### CONTACT INFORMATION

AMERICAN BUS ASSOCIATION  
CTIS PROGRAM

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### ENROLLMENT IN THE CERTIFIED TRAVEL INDUSTRY SPECIALIST PROGRAM INCLUDES:

- University administered courses – the first in the industry
- Up-to-date knowledge of trends and tools of group travel
- Flexible scheduling – can be completed at home, in the office or on the road
- ABA Member Discounts – the most cost-effective program in the industry
- Mentoring Program
- Record Keeping - we will track your progress for you so you don't have to
- Transferable - your enrollment can move with you, the enrollee, from one place of employment to the next
- Your enrollment does not expire until you graduate – our commitment to you

ABA's CTIS program has given me a complete understanding of our industry. My tourism colleagues know that I am dedicated and I understand our business. Even colleagues outside of our industry have been impressed by the CTIS designation as it brings a higher level of professionalism to tourism. Being a CTIS graduate definitely sets me apart from my peers and strengthens my commitment to motorcoach and group travel!

– Michelle Jennings, CTIS  
Longwood Gardens  
CTIS Committee Chair

# WWW.BUSES.ORG/CTIS



# Increase your Competitive Edge

# Enroll in CTIS



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American Bus Association  
Certified Travel Industry Specialist Program



**Certification represents a widely-respected stamp of approval for the highest quality skill levels. It helps define career paths and helps identify the most desirable in the industry to build business relationships.**

#### **PROGRAM DETAILS**

Certification requires successful completion of two components:

- **Five Indiana University Purdue University Indianapolis (IUPUI) Correspondence Courses**

As an enrollee, you will complete three required courses and your choice of two electives. All IUPUI registration materials, enrollment forms, and course assignments (including books) will be sent to you from IUPUI. All of the IUPUI courses in the CTIS program are correspondence courses and will be mailed, e-mailed or faxed to the address on the application form; and

- **Eight Marketplace Education Seminars**

Seminars may be attended during ABA's annual Marketplace or listened to on purchased CD's of the seminars. You will receive credit for any recorded educational seminars from 1989 through the present Marketplace. If you have not previously completed educational seminars and wish to listen to seminars on CD, CD's are available on ABA's website or at Marketplace each year for approximately \$10 each. Credit will be given when seminar evaluations are received by ABA.

#### **ENROLL TODAY**

Complete the application form available on our web page, [www.buses.org/ctis](http://www.buses.org/ctis) and return it to ABA with your enrollment fee. After ABA receives your enrollment you will receive a welcome email from ABA. Additionally, IUPUI will send a welcome packet that will include the IUPUI course enrollment form. Each enrollee will also be matched with a mentor to offer advice, encouragement, and share any tips and pointers for the successful completion of the CTIS Program.

#### **One time ABA Enrollment Fee:**

\$125 ABA Member | \$175 Non-ABA Member

#### **Course Fee includes all of the materials for the IUPUI courses:**

\$252 ABA Member per course | \$267.75 Non ABA Member per course

#### **ENROLLMENT DISCOUNTS**

20% discount when you enroll in five courses by Feb. 15, 2009.  
10% discount when you enroll 30 days prior to the course start date.

CTIS is non-transferable to another representative in a company, but may transfer with the enrollee to a new employer.

You may enroll in the program at any time during the year. The CTIS program is designed to be completed within 12 months. However, you may take longer with no additional ABA enrollment fees. CTIS Graduation is celebrated each year at the American Bus Marketplace.

## **Required Courses**

### **CUSTOMER SERVICE**

**COURSE DATES:** MAY 1 – JUNE 30, 2009

Learn to identify and profile your customer base; analyze their environment, develop tools to access that base and learn techniques that can enhance your company's image to your customers. Five operating principles will be reviewed. Through exercises, you'll have an opportunity to take a look at your organization's strengths and weaknesses as well as your own.

### **PROMOTING YOUR BUSINESS**

**COURSE DATES:** SEPTEMBER 1 – OCTOBER 30, 2009

Learn how to make your business stand out. This course can help you promote your business with an understanding of the "guerrilla-marketing" concept for large and small businesses. Basic marketing strategies will be developed along with exploration of successful advertising and promotions programs. Learn to create a stronger identity to better position your product or service, and develop a strategy to get the most out of your promotion dollars.

### **BUSINESS GRAMMAR AND WRITING**

**COURSE DATES:** JULY 1 – AUGUST 31, 2009

Learn practical tips and techniques for successful business writing. This course provides a basic understanding of grammatical relationships rather than mere memorization of rules. Acquire skills to better target your audience and establish positive communications with your clients. Enhance your writing skills through exercises and letters, applying persuasive, controversial, and routine correspondence styles. Upon completion, you will have a portfolio of assignments for reference to gain greater confidence and proficiency in both your business and personal correspondence.

## **Elective Courses**

### **PERSONAL ORGANIZATION AND EFFECTIVENESS**

**COURSE DATES:** November 1 – December 15, 2009

T.S. Eliot is quoted as saying, "We must not cease from exploration. And the end of all our exploring will be to arrive where we began and to know the place for the first time." This course provides the opportunity for you to examine and improve your effectiveness, not only at work tasks, but also as a whole person striving to fulfill your responsibilities as an entrepreneur or employee, a spouse, a friend, a parent, and other life roles. Stephen Covey has described timeless wisdom of the ages in a way that helps you tailor your own life plan for maximum benefit to yourself and others in his book, "The Seven Habits of Highly Effective People". Benefit from this excellent book, and improve your interpersonal skills in your professional environment and personal life.

### **SALES: MOTIVATION AND SKILLS**

**COURSE DATES:** MARCH 15 – APRIL 30, 2009

Everyone, regardless of his or her job, helps their company sell a product. This course is designed for sales and non-sales professionals in the group travel industry who want to develop or sharpen their selling skills. Explore what motivates successful salespersons, the dynamics of a sales presentation and the perspective of the customer and learn techniques you can use to enhance customer response from your sales presentation.

### **EFFECTIVE ADVERTISING**

**Course Dates:** March 15 – April 30, 2009

This course explores the fundamental principles and procedures of advertising. Through exercises and readings, you'll examine the psychology of advertising, yearly programming, image barriers, graphics, layout and copy, publicity and public relations. Whether you're responsible for preparing your company's advertising strategy or want to better understand the basic advertising concepts, this course will provide a solid foundation. You'll gain greater confidence in working with ad agencies or providing input to your organization's advertising program.

### **USING BUSINESS INFORMATION FOR DECISION MAKING**

**Course Dates:** November 1 – December 15, 2009

This course is designed to make business professionals comfortable with using business data to make informed decisions. Learn how financial statements are prepared, how the budgeting process works, how to turn operating plans into dollars and how to use financial data to make decisions. Areas covered include understanding financial statements, preparing revenue and expense budgets, making projections, management analysis and dealing with accounting and financial personnel. Learn to take advantage of the various tools available in any organization to help you plan future activities.

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