

# TravelCampus

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**Complete travel and tourism education**

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**Completely Internet delivered**

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**Completely unique**

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# What TravelCampus is

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## **Internet delivered travel and tourism training**

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Current courses are created from the successful, widely-used Education Systems' travel career training materials designed by our experienced and knowledgeable development staff.

The courses cover vital concepts in the travel and tourism industry and may be taken individually or as a designed certificate program.

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## **The fastest way to getting your school on-line**

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Administrators everywhere are anxious to join the growing number of schools taking advantage of web-based training. However, many schools do not know where to begin.

TravelCampus has been designed to be implemented as part of any school's web-based training program. A customized home page and links to TravelCampus courses make travel courses on-line available almost immediately.

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## **A TravelCampus where everyone's courses are welcome**

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Education Systems is accepting courses to be added to TravelCampus in the areas of travel or hospitality. The following is basic information about adding a course.

- ◆ TravelCampus' design supports courses, which can be subdivided into topics, which can be divided into as many as 20 lessons.
- ◆ Courses are to be prepared in WordPerfect, MS Word or WordPad and may include a midterm and a final exam.
- ◆ Assistance with course development is available from TravelCampus' experienced curriculum department.

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## **Contact us for a course developers kit.**

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Adding a course to TravelCampus is a great way to obtain extra revenue for your school. For more information, email [sales@travelcampus.com](mailto:sales@travelcampus.com), call 800 288 3987 or fax 801 572 0701.

# Why TravelCampus

## **INNOVATION**

Created from the successful and widely-used Education Systems' travel career training materials, TravelCampus benefits from an experienced and knowledgeable development staff. Courses covering each important concept in the travel industry, may be taken separately or effectively in a career objective.

## **OPPORTUNITIES**

Students and instructors using TravelCampus will enjoy the many advantages of web-based training (WBT). Flexible implementation formats and a curriculum delivery system designed to take advantage of web virtual asynchronous classroom (W/VAC) training principles will ensure that each student gains skills and knowledge. The student and instructor log on to the Internet independent of each other, to work on assignments, enter discussions, take and grade exams, etc. The student shares group learning but does not meet in real time. This application of web-based technology blends group learning, individual learning and student-instructor coaching.

## **FLEXIBILITY**

TravelCampus' flexibility provides educators and administrators with the options necessary to be successful. Schools currently providing WBT programs as well as schools just beginning to offer courses on-line will benefit from flexible and easy implementation formats. TravelCampus may be completely Internet delivered to students, may be supplemented with in-class discussion or be used in conjunction with existing curriculum and in-class programs. While no text is necessary for the course, printed materials are available.

## **ACCESS**

TravelCampus ensures students success with limitless access during the quarter, semester or set time period they are enrolled. Students and instructors may take the time necessary to complete each lesson and learn the necessary concepts without time restraints or additional costs.

## **SUPPORT**

The curriculum delivery system recognizes the need for individual instructor to student interaction and promotes this relationship. Instructors are a key to the success of this program. Instructor support can be provided by the TravelCampus faculty or a member of your staff can be trained to be the instructor.

# Features of TravelCampus

## **The Classroom**

Like the traditional classroom, the student and instruction come together. The use of relevant information, easy to read bullets, interesting industry insights and information that relates directly to the workplace.

## **Challenges**

Off line work to provide students with industry insight, taking them away from the computer and providing practical application.

## **Stop, Review and Apply**

Quizzes at the end of each lesson help students relate what they have learned to the workplace and assess their progress.

## **Discussion Questions**

Questions posted by the instructor are accessed by all students thus giving the opportunity for students to interact on-line with other students and their instructors.

## **Instructor Email**

Students can contact an instructor with questions or concerns by email at any point during the course.

## **Exams**

Students' new skills are evaluated in the secure exam lab. Each exam may only be accessed one time by the student, ensuring the integrity of the evaluation process. Exams may be rendered inaccessible so they can be administered in a traditional exam lab.

## **Job Board**

Techniques, styles and ideas for writing traditional resumes, interview skills and follow-up letters are available, free to every TravelCampus student. The on-line resume builder and employment search brings graduates and employers together.

## **Certificate**

For a small processing fee, TravelCampus will issue a certificate of completion to each student completing individual courses with an 80% average exam score or better, per course.

## **Support**

Administrators' or students' questions will be sent to TravelCampus by email or phone. All requests will be answered promptly.

# Advantages of TravelCampus

Choose one or implement all of the following options.

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## **Is your administration anxious to have courses on-line?**

Administrators everywhere are anxious to join the growing number of schools taking advantage of web-based training. However, many schools do not know where to begin.

TravelCampus has been designed to be implemented as part of any school's web-based training program(s). A home page, registration page and a link to TravelCampus courses makes travel courses, on-line available almost immediately, as if they had been developed by you!

TravelCampus. The only charge is for the actual courses your students register for. See fee schedule for available courses at the back of this brochure.

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## **Interested in growing your enrollment?**

Many schools are experiencing a need to reach a larger geographical area and non-traditional students. Having the ability to reach students outside of your school's traditional area allows immediate potential for increased enrollment.

In addition, TravelCampus will provide you with proven marketing techniques to help grow your enrollment.

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## **Want to help secure your future?**

Good instructors are an essential part of TravelCampus. Training is provided to help you become a knowledgeable and experienced TravelCampus instructor.

Adding your own courses to TravelCampus will allow you to generate additional revenue by enrollment of students from all over North America and eventually the world.

Individuals or institutions adding courses to TravelCampus will receive a negotiated percentage of all tuition dollars generated by enrollment of their courses. The more courses you add, the more revenue you can make.

# Implementing TravelCampus

Many options are available for the delivery of TravelCampus. Syllabi, course outlines, lesson plans and exams and answer keys are available to aid the instructor.

Whichever way TravelCampus is implemented at your school, a good instructor is essential for success.

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## Completely Internet delivered

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Students can take course(s) without ever stepping foot on campus, allowing enrollment from a much larger geographic area.

Communications are handled via email and on-line discussion areas. Discussions, challenges, reviews and exams are all accessed on-line.

Student to student and student to instructor communications facilitates the advantage of being part of a group, even if the students never actually enter the classroom.

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## Combination class and Internet course

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Many instructors are choosing to combine Internet training with classroom instruction.

**Classroom sessions** can be scheduled weekly, monthly or each term, whatever works best for the instructor.

**Lesson plans** are available to aid the instructor in preparing for classroom instruction.

**Students** can be assigned specific lessons to complete as out of classroom assignments.

**Exams** can either be accessed on-line or exam access can be blocked, requiring exams to be taken under the control of an instructor.

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## Classroom delivered with Internet lab for reinforcement

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Yet another option is to continue with existing courses as they have already been developed, using TravelCampus as an option for additional practice and or exam delivery.

Each school can designate the length of time (up to 12 months), required for active, individual Student ID Numbers and Passwords

# How to begin

1. Choose the course(s) you will be offering from the list of courses on the pricing page.
2. Determine the number of students you will have.  
Ten or more student course accesses, (Student ID Numbers and Passwords) good for one year, are necessary to qualify for volume discount.
3. Create home page for your school. TravelCampus can accomplish this for you and house it on the TravelCampus server for a one time fee of \$500 or if your school chooses to design this yourself, TravelCampus will provide your school with the appropriate links to the various pages of TravelCampus at no charge.
4. Notify TravelCampus of Instructor email address. This will allow us to communicate with your instructor and also forward your student emails. Purchase Student ID Numbers and Passwords from TravelCampus.
5. These must be prepaid. TravelCampus will notify the school of assigned Student ID Numbers and Passwords which the school will assign the student.

It's as simple as that.

For sample home pages please visit:

[www.travelcampus.com/tat](http://www.travelcampus.com/tat)

[www.travelcampus.com/cccd](http://www.travelcampus.com/cccd)

[www.travelcampus.com/tourismcollege](http://www.travelcampus.com/tourismcollege)

**Training for instructor(s) is provided free of charge. These helps are supplied by TravelCampus.**

- ❖ Course structure
- ❖ Retrieving and grading exams
- ❖ Retrieving, grading and tracking challenges
- ❖ Answering student emails
- ❖ Posting and participating in discussion questions
- ❖ Help to add courses to catalog and class schedule, including Course descriptions, syllabus and course outlines.

# Educator Pricing

Course Title	Course Length	ES Administered	School Administered
Taking Off In Travel	15 - 30 hrs	\$55.00	\$45.00
Travel Sales and Trends	15 - 30 hrs	\$55.00	\$45.00
Ground Transportation	15 - 30 hrs	\$55.00	\$45.00
Hospitality	15 - 30 hrs	\$55.00	\$45.00
Automated Air Reservations	15 - 30 hrs	\$55.00	\$45.00
Automated Air Fares and Tickets	10 - 15 hrs	\$55.00	\$45.00
Automated Car Rental and Hotel Accommodations	15 - 30 hrs	\$55.00	\$45.00
Air Reservations	15 - 30 hrs	\$55.00	\$45.00
Air Fares - U.S. Domestic	15 - 30 hrs	\$55.00	\$45.00
ARC Documents	15 - 30 hrs	\$55.00	\$45.00
International Air	15 - 30 hrs	\$55.00	\$45.00
Developing Specialty Vacation Packages	15 - 30 hrs	\$45.00	\$45.00
<b>ASTA Courses</b>	<b>Course Length</b>	<b>ASTA Members</b>	<b>Non-ASTA Members</b>
ASTA Niche Travel Specialist	15 - 30 hrs	\$49.00	\$75.00
ASTA Family Travel Specialist	15 - 30 hrs	\$49.00	\$75.00
North American Rail Travel Specialist	15 - 30 hrs	\$49.00	\$75.00
ASTA Mature Adult Travel Specialist	15 - 30 hrs	\$49.00	\$75.00
ASTA Marketing Travel Specialist	15 - 30 hrs	\$49.00	\$75.00
	<b>Individual:</b>	Cost, per course, per student, for an Institution to purchase courses and resell them to their students.	
	<b>10 or More:</b>	Cost, per course, per student for an Institution to prepay for ten (10) or more courses and resell to students.	

# Course Descriptions

<b>Taking Off In Travel</b>	This course provides an overview of the basics of the travel industry and career opportunities available. Enjoy a fun, realistic presentation of: air travel, car rentals, hotel accommodations, rail travel, tours, and cruises. Group travel, incentive travel, meetings and conventions, in-bound tourism, international travel and niche travel are also discussed. There will be opportunities for learning activities as well as exercises and thought provoking case studies to aid in applying the principles presented.
<b>Travel Sales and Trends</b>	Expected as well as surprising sales techniques and new approaches are explored and practiced in this introductory course. This includes telephone business manners and listening skills as required by any sales person. You will analyze today's travelers and practice successful sales steps, for telephone reservations agents as well as for the travel professional working with clients one on one. You will also explore and evaluate a variety of travel related Web sites providing valuable resources to the travel professional.
<b>Air Reservations</b> Available in both Canadian & United States Versions	This course covers the product knowledge and skills (with the exception of automated reservations) needed to research, plan and book air travel. You will learn the terminology, the policies and the procedures of airline travel and airline reservations.
<b>Air Fares - U.S. Domestic</b>	Learn the air fare terms and fare construction principles and rules necessary to find, interpret and apply the lowest applicable fare to your itinerary.
<b>ARC Documents</b>	The airline tickets used for air travel in the United States are issued, controlled and processed through the Area Settlement Plan administered by the Airline Reporting Corporation (ARC). This course covers the ticketing types, forms policies and procedures per the ARC as well as forms of payment, refunds and exchanges.
<b>Ground Transportation</b>	Car Rental is a relatively simple product to sell and book and commissions are reasonable. Learn the basics of the product, policies, procedure, codes, pricing and distribution. Rail Travel recaptures the image of a different time and appeals to many leisure travelers. This study focuses on Amtrak, Via Rail, BritRail and Eurail, the types of trains accommodations, services and fare structure.
<b>Hospitality</b>	Hotel accommodations offer good commissions. Learn the basics of the hotel product, rate structure, property and room classifications, codes, published and automated resources and non-automated reservations procedures. Identify your guest's preferences, learn the variables that affect prices, select the right hotel for any given client. In addition, enjoy the hotel sales training program developed by Marriott, entitled Hotel Excellence!

# Course Descriptions

## **Developing Specialty Vacation Packages**

This timely course is designed to assist you, the travel professional, in preparing a sellable niche market vacation package. Think about the possibilities when you can provide your clients with a product that will help them live out their dreams and restore their mind, body and spirit. Not to mention how much fun designing a vacation package can be, especially when you have a passion for the destination. Being enthusiastic about your own product is a natural marketing and sales tool.

## **Tour Leadership**

This timely course is designed to assist you, the travel professional, in becoming a group tour leader. Determine if you have the skills, knowledge, abilities and traits you need to be an effective tour leader. Study tour leader roles and responsibilities. Learn conflict-resolution skills and prepare to manage a tour group. See how to polish your resume and market yourself to find a tour leader position within the industry and become a “Leader of the Pack!”

## **Automated Air Reservations (RTS © Sabre®)**

**Available in both Canadian and United States Versions**

Students will learn to book air reservations using RTS©, a hands-on CRS simulation of Sabre® in conjunction with the online tutorial. Each lesson in the tutorial combines selections from a proven Sabre text with helpful hints and instruction to most effectively use the realistic simulator, RTS© - Sabre®. Students will learn and practice the basic functions of Sabre® as used by travel professionals planning and booking air travel. Exercises and drills will improve student’s proficiency and speed. Students will master the skills necessary to make, maintain, change, and cancel automated travel reservations.

## **Automated Air Fares & Tickets (RTS © Sabre®)**

**Available in both Canadian and United States Versions**

Students will learn to find the lowest applicable fare for their client as they utilize the Computer Reservation System (CRS) Sabre to display fares between city pairs and the Sabre pricing system to calculate the total fare, including fees and taxes for the simplest and most complex domestic air itineraries.

Students will be using RTS©, a hands-on CRS simulation of Sabre® in conjunction with the online tutorial. Each lesson in the tutorial combines selections from a proven Sabre text with helpful hints and instruction to most effectively use the realistic simulator, RTS© - Sabre®. Students will learn and practice the basic functions of Sabre® as used by travel professionals planning, booking, and pricing air travel. Exercises and drills will improve proficiency and speed. Students will master the skills necessary to make, maintain, change, and cancel automated travel reservations.

# Course Descriptions

**Automated Car Rental & Hotel Accommodations (RTS© Sabre®)**  
Available in both Canadian & United States Versions

Students will learn to research, select and book car rentals and hotel rooms using RTS©, a hands-on CRS simulation of Sabre® in conjunction with the online tutorial. Each lesson in the tutorial combines selections from a proven Sabre text with helpful hints and instruction to most effectively use the realistic simulator, RTS© - Sabre®. Students will learn and practice the basic functions of Sabre® as used by travel professionals. Exercises and drills will improve your proficiency and speed. Students will master the skills necessary to make, maintain, change, and cancel automated travel reservations.

**ASTA Family Travel Specialist**

The ASTA travel specialist program is designed to help develop specialist skills. This course progresses from general concepts toward specific strategies. Explore the characteristics and benefits of family travel, focus on marketing by developing and segmenting the family travel market, and finally discover some essential skills and strategies for selling family travel.

**ASTA Travel Marketing Specialist**

The ASTA travel specialist program is designed to help you, the professional, develop specialist skills. This course progresses through basic marketing steps toward specific strategies and skills. Begin by exploring the basics of marketing, then focus on the fundamentals of niche marketing and niche sales. Finally, lay the foundation for becoming a successful niche marketer with a marketing plan, the basis for a successful business.

**ASTA Niche Travel Specialist**

The ASTA travel specialist program is designed to help you, the professional, develop specialist skills. This course explores the exciting niche market in the travel and tourism industry. You will discover a number of tangible ways to make this business work for you again, to make you more profitable and allow you to enjoy your career!

**ASTA Mature Adult Travel Specialist**

The ASTA travel specialist program is designed to help you, the professional, develop specialist skills. This course explores the growing market of mature travelers. You will discover the various niches within the market, special interest travel and group possibilities. Learn to manage health and safety considerations, and offer the client added value that includes a variety of follow up strategies to build repeat business.

**ASTA North American Rail Travel Specialist**

The purpose of this specialist course is to help you, the professional travel agent, develop a sales specialty in North American Rail Travel. Specializing in rail travel involves a complex array of motivation, skills, knowledge, persistence and creativity. While a single course is not likely to provide you with everything you need to earn your place among rail travel experts, this course will lay the foundation for a successful rail travel specialty by answering three basic questions: Why should you specialize in North American rail travel? What should you know about passenger rail products in North America? How do you sell rail travel in North America?