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“I personally ensure that Education Systems and travelcampus are dedicated to providing the best travel and tourism education possible.”

Sharon Scott, CTC,  
CEO  
Education Systems LLC

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# ONLINE PROGRAM

I BEGAN TravelCampus September 2000. The online program has been very flexible with my life's schedule. The instructor and support staff has been very helpful and informative in assisting with my needs. The ability to e-mail the instructor with questions or concerns provides an open dialogue that is otherwise missing in the learning environment. The discussion board is a good tool for having interaction with other students in the program. I would recommend this type of study to anyone who has the self-discipline to work on their own.

Jan Kurtz

## WHAT IS TRAVELCAMPUS?

TravelCampus is internet delivered travel and tourism training. What could be more convenient than to log on, any time, day or night? Complete as few or as many lessons as you want and return when it works for you.

TravelCampus courses are created from the successful and widely-used Education Systems travel career training materials designed by our experienced and knowledgeable development staff. The courses cover important concepts in the travel and tourism industry and may be taken individually or in the order recommended on the registration page.

Like the traditional classroom, you and your instructor interact with each other regularly. The use of relevant information, easy to read screens, interesting industry insights and information that relates directly to the workplace makes online instruction easy to understand and apply.

## WHAT ARE THE BENEFITS OF TRAVELCAMPUS COURSES?

Completely internet delivered. No need to wait for materials sent by mail. You can begin today!

Off-line challenges and assignments to provide you with industry insight, taking you away from the classroom and providing practical application.

Quizzes at the end of each lesson help you to relate what you have learned to the workplace, assess your progress and begin to apply your new knowledge.

Questions posted by the instructor are accessed by all students thus giving the opportunity for you to interact online with other students and instructors about what you are learning.

The ability to contact an instructor with questions or concerns by e-mail at any point during the course, receiving an answer within 24 hours, Monday through Friday.

Secure exam lab in which your new skills will be evaluated. Each exam may be accessed only once. Students passing with an 80% average or higher will be eligible for a certificate of completion from Education Systems.

Techniques, styles and ideas for writing traditional resumes, interview skills and follow-up letters are available, free to every TravelCampus student. Through the TravelCampus Job Board, the online resume builder and employment search brings graduates and employers together.

# ONLINE CURRICULUM

You can register for one course at a time or for several at once. Your registration for each course is good for 90 days from the time you first sign in. A demo lesson is available at our web page [www.travelcampus.com](http://www.travelcampus.com). You can register for online courses at that website. Our server is secure, so don't hesitate to use your credit card. Each course takes 20 to 30 hours to complete. All online courses are \$79.00 each. The following course descriptions will give you an overview of the course content:

## **Taking Off In Travel**

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.

## **Travel Sales and Trends**

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.

## **Air Reservations - U.S. or Canadian Domestic**

Gain 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. While the sale of air travel is no longer the major revenue producer for travel professionals, it is a vital part of the travel industry as the most used mode of transportation to business destinations and highly used mode to vacation/leisure destinations. Therefore, becoming an expert on the product, airline policies and procedures as well as reservations policies and procedures is essential to your success.

Canadian course receives one, level one CITC credit.

## **Air Fares - U.S. or Canadian Domestic**

### **Prerequisite course: Air Reservations U.S. or Canadian Domestic**

Learn the air fare terms, codes, fare construction principles and fare application rules necessary to find, interpret and apply the lowest applicable fare to your clients' air itinerary. Practice the interpretation of the multiple air transportation taxes and fees applicable to air travel. Air fares are historically difficult to interpret and apply. This course presents the basics in a simple format with many applications to allow you to become proficient.

I never expected to get this kind of personal attention with an online course.

Chris Hall

# ONLINE CURRICULUM

## **ARC Documents - U.S. Domestic**

### **Prerequisite courses: Air Reservations and Air Fares U.S. Domestic**

Here is your ticketing course. Your air traveler will need a ticket and boarding pass to board the aircraft at departure time. The airline tickets used for air travel in the United States are issued, controlled and processed through an Area Settlement Plan administered by the Airlines Reporting Corporation (ARC). Here you will cover the ticketing types, forms, policies and procedures per the ARC as well as forms of payment, refunds and exchanges.

## **Ground Transportation**

You will find car rental a relatively simple product to sell and book and commissions are reasonable. Some seventy percent of North Americans travel by car while vacationing. Learn the basics of the product, policies, procedures, 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 train accommodations, services and fare structure.

Course receives one, level one CITC credit.

## **Hotels and Lodging**

Earn great commissions by booking your clients' hotel accommodations. 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 guests' preferences, learn the variables that affect prices, and select the right hotel for any given client. An additional option is to enjoy the hotel sales training program developed by Marriott, entitled Hotel Excellence!

Course receives one, level one CITC credit.

## **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.

Course receives one, level one CITC credit

## **Selling Vacation Packages and Tours**

Earn great commissions by booking vacation packages and tours, one of the fastest growing segments of the travel industry. Learn the basics of the tour product, components of tours, tour destinations, types of vacation packages and tours, print and electronic resources and non-automated tour booking procedures. Understand the function of tour operators and wholesalers. Identify your clients' needs and preferences, and book the right vacation package for any given client.

Course receives one, level one CITC credit.

# ONLINE CURRICULUM

## **Automated Air Reservations (Sabre® or Apollo®)**

You will learn to book air reservations using RTS©, a hands on Computer Reservations System (CRS) simulation of Sabre® in conjunction with the online tutorial. Each lesson combines selections from a proven Sabre® text with helpful hints and instruction to most effectively use the realistic simulator, RTS© Sabre®. You will learn and practice the basic functions of Sabre® as used by travel professionals planning and booking air travel. Exercises and drills will improve your proficiency and speed. You will master the skills necessary to make, maintain, change, and cancel automated travel reservations. Available in U.S. or Canadian versions. Note: Each course requires a new software download. RTS© is only IBM compatible but may be utilized on a Mac using Virtual PC. Canadian course receives one, level one CITC credit.

## **Automated Air Fares and Tickets (Sabre® or Apollo®)**

### **Prerequisite course: Automated Air Reservations**

You will learn to find the lowest applicable fare for your client as you utilize the Computer Reservations 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. You will be using RTS©, a hands on Computer Reservations System (CRS) simulation of Sabre® in conjunction with the online tutorial. Each lesson combines selections from a proven Sabre® text with helpful hints and instruction to most effectively use the realistic simulator, RTS© Sabre®. You will learn and practice the basic functions of Sabre® as used by travel professionals pricing air travel. Exercises and drills will improve your proficiency and speed. You will master the skills necessary to quote fares and price automated travel reservations. Available in U.S. or Canadian versions. Note: Each course requires a new software download. RTS© is only IBM compatible but may be utilized on a Mac using Virtual PC. Canadian course receives one, level one CITC credit.

## **Automated Car Rentals and Hotel Accommodations (Sabre® or Apollo®)**

Prerequisite course: Automated Air Reservations

You will learn to research, select and book car rentals and hotel rooms using RTS©, a hands on Computer Reservations System (CRS) simulation of Sabre® in conjunction with the online tutorial. Each lesson combines selections from a proven Sabre® text with helpful hints and instruction to most effectively use the realistic simulator, RTS© Sabre®. You will learn and practice the basic functions of Sabre® as used by travel professionals booking car and hotel arrangements. Exercises and drills will improve your proficiency and speed. You will master the skills necessary to make, maintain, change, and cancel automated car and hotel reservations. Available in U.S. or Canadian versions. Note: Each course requires a new software download. RTS© is only IBM compatible but may be utilized on a Mac using Virtual PC. Canadian course receives one, level one CITC credit.

# ONLINE CURRICULUM

## **Fares and Tickets International**

Prerequisite courses: Air Reservations and Air Fares

International air travel has expanded exponentially in the past decade and promises to continue to grow. This course will provide you with the skills required to meet the needs of your international air travelers. These skills include an understanding of the two basic international faring systems, mileage and routing, as well as currency procedures, including the use of the fictitious currency, Neutral Units of Construction. You will learn to interpret all the data found in the faring and pricing information in the CRSs and as printed on international tickets. This includes international fare basis codes, base fares, taxes, surcharges, currency codes and mileage principle coding as applicable. Available in U.S. or Canadian versions.

## **Small Group Tour Leadership - Specialist Course**

This timely course is designed to assist you, the travel professional, in becoming a small 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.”

Course receives one, level one CITC credit.

## **The Cruise Market**

Earn great commissions by booking cruises, one of the fastest growing segments of the travel industry. Learn the basics of the cruise product, cruise classifications, destinations, types of cruises, print resources and non-automated reservations procedures. Identify your clients’ needs and preferences, learn the variables that are available in cruising, and select and book the right cruise for any given client.

Course receives one, level one CITC credit.

## **Destination Geography**

This course presents the travel and tourism destinations that are regularly top sellers, according to the American Society of Travel Agents. These are the states of Florida, Nevada, New York, Hawaii, California, Washington D.C., Alaska and Illinois; the provinces of British Columbia, Ontario and Quebec in Canada; and the countries of England, France, Italy, Mexico, Germany, Netherlands, Spain, Ireland and Australia. Maps are presented with an orientation to location of each destination. The course treats physical, locational and cultural geography as a travel sales product.

# ONLINE CURRICULUM

## **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?

## **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 sales. Finally, lay the foundation for becoming a successful niche marketer with a marketing plan, the basis for a successful business.

## **ASTA Model Agency Program**

The Model Agency Program is designed to provide you, as a professional agency, with the essential business tools to run your business in a more efficient and profitable way. In order to be more successful in the future, it is imperative for agencies to have a solid understanding of the relationship between revenue sources and cost structures, consider their clients' values, set service and sales goals, develop marketing and business strategies and take advantage of the automation and technologies that offer opportunities for continued growth and financial prosperity.

## **ASTA Family Travel Specialist**

This course progresses from general concepts toward specific strategies and skills. Begin by exploring the characteristics and benefits of family travel, then focus on marketing by developing and segmenting the family travel market, and finally discover some essential skills and strategies for selling family travel.

## **ASTA Niche Travel Specialist**

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 to make you more profitable and allow you to enjoy your career!

## **ASTA Mature Travel Specialist**

This course is designed to help you develop specialist skills as we explore the growing market of mature travelers. 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.

# INDEPENDENT AGENT PACKAGE

## WHAT IS THE INDEPENDENT AGENT PACKAGE?

The Independent Agent Package is a comprehensive suite of products brought together to make the process of becoming an independent travel agent simple and affordable.

Success as an independent agent requires the right tools and resources. Training, marketing, agency access and support, organization membership and management skills are all necessary and a part of the Independent Agent Package. Each of the participating members is a recognized leader in their area of the travel and tourism industry. All products and services have been included in this package, at special prices, to provide the most complete set of resources possible. The package includes:

- Comprehensive Training - Ensuring your first step is in the right direction. 300 hours of internet delivered education through TravelCampus.
- ASTA Marketing Course
- Dedicated Agency Services - Providing access, support and power for the present and future.
- IAgent Support - Offering set up assistance, answering questions, providing contact with other independent agents, vacation coverage and more.
- Agency Web Page - Including your agency information, designed and hosted for your convenience.
- Access to Trip Itineraries web site
- Membership discount with partners

To assist the individuals or companies wanting to take advantage of this great opportunity we have created the Individual Independent Travel Agent Package and the Corporate Independent Travel Agent Package. In addition to training from TravelCampus these packages include everything needed to become a successful independent travel agent in one convenient product. The packages include a variety of the following products designed specifically for the type of travel professional you will be and each of the participating companies have included their product in this package at a special discount.

**Step 1** - After purchasing the Independent Agent Package you will be given a user name and password to access TravelCampus. Upon entering you will be assigned an instructor to guide you through and answer any questions and grade your quizzes and exams.

**Step 2** - Upon successful completion of the twelve TravelCampus courses you will be issued a Certificate of Completion from Education Systems, the parent company of TravelCampus. When nearing the completion of the TravelCampus training you will select your host agency and receive the travel specific marketing materials, registration in IAgent Support, and creation of your own web site.

**Step 3** - You will receive additional training materials, software, company policies and business materials from your host agency.

**Step 4** - You will be given the opportunity to become a Travel Specialist and be listed on the Webeenthere.com agent marketing web site.

# INDEPENDENT AGENT PACKAGE

The cost of the Individual Independent Agent Package is \$1,699 and includes all products, registrations, shipping and may be purchased using the following six or twelve month payment program:

- Six Month. \$500.00 Deposit (includes first month's payment).  
\$250.00 Per month for 5 months.
- Eleven Month. \$350.00 Deposit (includes first month's payment).  
\$150.00 Per month for 10 months.

In using the payment plan each month you will receive predetermined sections of the package, designed to prepare you step-by-step for a successful career as a travel professional. You will begin by receiving access to the first two TravelCampus courses. Each course is between 20 - 30 hours and includes complete access to the TravelCampus curriculum, exercises, qualified instructor and exams.

The following months will include the remainder of the TravelCampus courses, access to the IAP members area, development of your own web site and web hosting for one year, subscription to trade publications, and your choice of Host Agency.

Payment program requires a valid credit card. Once the deposit has been paid, an automatic billing of your credit card will happen monthly until the balance is paid in full. All refunds are pro-rated and based on the individual refund policies of the participating Independent Agent Package companies.

We offer a basic plan with the products and services necessary to start your own home based or corporate travel agency. You may then choose the additional products and services of our partners you need for success. Please visit our web site for a complete description of all products and services.

# INDEPENDENT AGENT PACKAGE

In order to receive commission on sold travel products, most travel professionals need to be registered with IATA and receive an IATA number. An IATA number allows for the sale of a travel product to be tracked back to the agent and commission to be given. IATA registration typically requires registration with the Airlines Reporting Corporation (ARC), an entity that regulates the industry and ensures taxes are being collected. Registration with ARC requires that a business meet several qualifications, including purchase of a business bond, retaining an employee with a minimum of two years' travel accounting experience and purchasing ticket printers and stock. These requirements may be cost prohibitive for most individuals.

An easy way to bypass this expense is to begin your travel career as Independent Travel Agents and sign on with an independent contractor host agency. Host agencies are registered with ARC or affiliated with an ARC approved agency, provide their members with access to their IATA number and may offer other services, including: Computer Reservations System (CRS) access through their personal computer, ticket printing and delivery, accounting, travel insurance, help/check support, bulk buying power, etc. for a fee. These programs allow you to easily open an agency, out of your home or office, without having to register with IATA or ARC.

This fee charged by the host agency is typically a percentage (5% - 50%) of the commission of a travel product sold. For example, if the commission on a \$100 hotel room is 10%, your commission as the booking travel professional is \$10. The independent contractor would charge you 50 cents to \$5 of this commission for their service as your host agency.

When opening an independent agency, consider that the break even point is typically between \$18,000 and \$22,000 in commissionable sales annually. This will, on an average of 10% commission, pay you \$1,800 to \$2,200 a year to cover expenses. Additional sales will start to become income. In addition, you may qualify for your IATAN card, the card that allows agents to qualify for special industry-only discounts.

It is important to note that the requirements for selling travel differ in each state/province and you should research these with your local department of commerce prior to entering the industry.

# FREQUENTLY ASKED QUESTIONS

“I can’t tell you how much more confident I felt in my job interviews knowing that I had the knowledge and skills needed to be an asset to my company.”

Lynnae Howard

## HOW DO I BEGIN?

To register for the Home Study Program, simply fill out the order form and

Mail to: 11038 Longdale Circle  
Sandy, UT 84092

FAX to: 801 572 0701

Call 800 288 3987

Online at [www.educationsystems.com](http://www.educationsystems.com)

To register for TravelCampus, submit the order form as above or log on to [www.travelcampus.com](http://www.travelcampus.com).

## CAN I EARN A CERTIFICATE?

Graduates will receive a certificate for each set of courses they successfully complete from Education Systems. Receiving a certificate requires a small processing fee, and an 80% exam average per course.

## WHAT IF I HAVE QUESTIONS?

Home Study students may fax, e-mail or call with questions to the Home Study administrator and receive 15 minutes per book of free tutorial time. Additional time may be arranged for a minimal charge. TravelCampus students may e-mail their instructor at any time.

## WHAT JOBS ARE AVAILABLE?

Our graduates have successfully obtained employment as:

Travel Agents	Tour Operators
Airline Reservations Agents	Hotel and Car Reservations Agents
Independent or Outside Sales Agents	Cruise Lines Reservations Agents

Unprecedented growth in the travel and tourism industry across the country and around the world has created a large demand for new and qualified employees. Many opportunities await our graduates every day as the global economy changes and travel becomes more accessible and important.

Additional interview and resume skills may be obtained by purchasing *Getting That Job!* - a comprehensive guide to securing employment in the Travel and Tourism industry. This book includes types and samples of resumes, follow-up letters, interview skills, techniques and suggestions. Online students have access to the resume builder and our link to Travel Solutions Groups' Employment Research Center.

## WHAT FORMS OF PAYMENT CAN I USE?

To ensure convenience we accept checks, money orders, American Express, Visa, Master Card and Discover.

# ORDER FORM - ONLINE

Name \_\_\_\_\_  
 Address, City \_\_\_\_\_  
 State /Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
 Phone number Area code (\_\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

**TRAVEL CAMPUS**

_____(\$ 79 USD)	Air Fares " U.S. Domestic " Canadian
_____(\$ 79 USD)	Air Reservations " U.S. Domestic " Canadian
_____(\$ 79 USD)	ARC Documents
_____(\$ 79 USD)	Automated Air Reservations " U.S. Domestic " Canadian
_____(\$ 79 USD)	Automated Air Fares and Tickets " U.S. Domestic " Canadian
_____(\$ 79 USD)	Automated Car Rentals and Hotels " U.S. Domestic " Canadian
_____(\$ 79 USD)	Fares and Tickets International " U.S. " Canadian
_____(\$ 79 USD)	Ground Transportation
_____(\$ 79 USD)	Hotels and Lodging
_____(\$ 79 USD)	Taking Off In Travel
_____(\$ 79 USD)	The Cruise Market
_____(\$ 79 USD)	Destination Geography
_____(\$ 79 USD)	Travel Sales and Trends
_____(\$ 79 USD)	Developing Specialty Vacation Packages
_____(\$ 79 USD)	Small Group Tour Leadership
_____(\$ 79 USD)	Selling Vacation Packages and Tours
_____(\$ 79 USD)	ASTA courses: " Family " Niche " Mature " North American Rail " Travel Marketing
_____(\$365 USD)	ASTA Model Agency Program
_____(\$425 USD)	Airline or Cruise Certificate
_____(\$285 USD)	Car or Hotel Certificate
_____(\$495 USD)	Tour Agent Certificate
_____(\$845 USD)	TravelAgent Certificate
_____(\$1699USD)	Independent Agent Package (Individual Package)
_____ Total	" Visa " Master Card " American Express " Discover
	_____ Expiration date _____