

## EXECUTIVE SUMMARY: STARTING THE GLOBAL TRAVEL & TOURISM PARTNERSHIP (GTTP)

1. One organization per country is given the right to use GTTP materials and training, and to participate in GTTP global activities.
2. Requirements for starting the GTTP include having:
  - a. A Director who serves as the liaison between education authorities, tourism authorities, local businesses and the GTTP Executive Director. This person should understand tourism and be able to work with schools and businesses. This can be a part-time position and can be paid or unpaid. The director can be an academic, a retired industry professional, or a government employee. The key criterion is enthusiasm for the program and a willingness to work.
  - b. An advisory group comprised of businesses and government officials that can oversee the program and provide financial and in-kind support.
  - c. A pilot school or schools that will make teachers and students available to participate in the program.
  - d. Initial teacher training provided by the GTTP and paid for by the advisory group.
  - e. GTTP curriculum materials translated into the local language, printed and paid for by the advisory group.
  - f. A contract between the GTTP and the representative organization (can be a charity, an educational institution, or a business organization), which includes the rights and responsibilities of the organization and its agreement to follow GTTP policies. These include agreeing to participate in GTTP global activities.
3. Estimated cost of starting and maintaining a GTTP program:
  - a. An initial fee of \$30,00 payable to the GTTP in support of curriculum development. This payment then entitles the organization to use current and all future GTTP curriculum materials.
  - b. An estimated \$10,000 in travel and hotel bills for teachers and students to attend global conferences. Travel, in particular, can be provided as in-kind support.
  - c. Salary or fee for the Director and any support staff. This cost depends on the country and whether the Director is seconded from an organization or paid as a consultant.
  - d. An office where the Director can maintain files and data; this can be in the offices of an advisory group member, so the cost depends on the country.
  - e. Translation of the curricular materials and printing of texts. The curriculum is available in English, French, Spanish, Hungarian, Russian, Portuguese and Chinese. Translation can be done in-country or the GTTP can provide translations at cost from specialized translation services. Printing is a function of in-country costs, and can be estimated at \$3/copy for the student text and the instructor and other materials can be provided on a DVD. An electronic version is in –process and will be made available when completed.
  - f. Teacher training. The GTTP will provide an experienced trainer at a cost of \$600/day plus expenses. Initial training is for 5 days (\$3,000 plus expenses).

The total cash expenses required up-front is \$33,000 to the GTTP and the other costs depend on the country and whether an expense item is provided as an in-kind donation.

For further details on the GTTP see the GTTP Fact Sheet.