

GTTTP

THE GLOBAL TRAVEL & TOURISM PARTNERSHIP

A BUSINESS AND EDUCATION ALLIANCE

Who we are

THE GLOBAL TRAVEL AND TOURISM PARTNERSHIP (GTTTP) is a coalition of Travel & Tourism Education Programs (TTPs) serving over 88,000 secondary school students and young adults around the world.

What we do

Our in-school programs combine academic study in the field of Travel & Tourism with internships in business (work study).

How we operate

Supported by leaders in the Travel & Tourism industry, we work with education authorities, tourism officials and private companies.

Our goal

Increase educational and career opportunities for young people.

OUR MISSION

The GTTP's mission is to provide an understanding of the role that Travel & Tourism –the world's fastest growing industry—plays in both the local and global economy, and to stimulate interest on the part of young citizens in participating in the industry on all levels.

How We Operate

The GTTP's national members are not-for-profit organizations with a director and an advisory board of national and local businesses. Each member coordinates a national Travel & Tourism curriculum to be taught at the secondary school level in conjunction with work experience. The curriculum used in each country meets national educational standards. Some GTTP members are stand-alone organizations. Others work in collaboration with organizations like Junior Achievement International and South Africa's National Business Initiative, and one is part of a governmental tourism training organization. The public sector provides classrooms and teachers, while business partners provide financial grants and in-kind support as well as internship (work-study) opportunities.

The GTTP Directors in each country serve as the liaison between education and industry. During the past ten years, a total of more than 230,000 students in over 2700 schools located in over 600 cities have participated in GTTP programs. Current enrollment data are released bi-annually.

Collaboration with education and tourism ministries, business partners and like-minded organizations is key to the GTTP's success.

Founding GTTP members and affiliates include:

ARGENTINA
BRAZIL
CANADA
HONG KONG
HUNGARY
INDIA
IRELAND
JAMAICA
MEXICO
RUSSIA
SOUTH AFRICA
SPAIN
SRI LANKA
UNITED KINGDOM

Our USA sister program is the National Academy Foundation's Academies of Travel & Tourism. As needed, the GTTP shares its expertise with organizations and potential member countries whose economies benefit from Travel & Tourism.

WHY BUSINESS SUPPORTS THE GTTP

Today's students are tomorrow's workers and consumers. The GTTP works to illuminate the benefits of a positive acceptance of the industry's role in their lives, and couples academic study with practical work experience in the Travel & Tourism industry.

The out-of-pocket cost to industry? Less than \$10 per year per student.

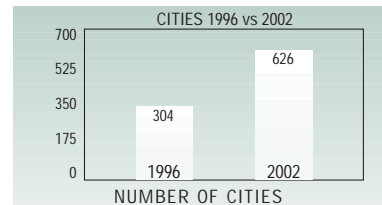
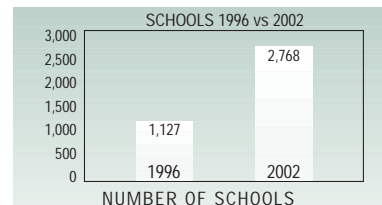
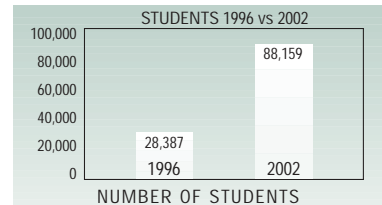
Two of our business partners summed up the value of supporting the GTTP:

*From the business perspective, attracting and retaining skilled employees is a huge challenge for the Travel & Tourism industry as the economy strengthens and the tourism industry grows. **Engaging youth in Travel & Tourism related careers is a long term strategic investment** to help maintain and expand Canada's positioning as a premier destination for Canadian and international travelers. People make the difference in the tourism industry, and the best way to ensure our success is to encourage the development of young high school students.*

DAVID BARNES, Vice President,
Public Affairs and Communications,
American Express Canada

ROSANNA PANETTA, Manager,
Sales Development and
Communications, Air Canada

GROWTH OVER THE PAST 6 YEARS HAS BEEN OUTSTANDING:



THE GTTP CHANGES

The GTTP is a catalyst for change, often life-altering change, in the personal lives and professional prospects of participating students and teachers. They, in turn, benefit the Travel & Tourism industry and their communities in many ways. These contributions are the essence of what the GTTP does, and the value of the GTTP can be heard in the words of participants.

The father of BRAZILIAN student, Lidiane Aparaceida Fernandes, gets right to the heart of it: *“The goal which all countries plan for, search for, is to give their children a solid, conscious, and participatory education, which can be made visible in day-to-day life within those social groups in which they take part. This opportunity was amply provided to my daughter, Lidiane, by the Brazil TTP and her trip overseas to the student-teacher conference solidified one more dream in relation to my daughter’s education.”*



PEOPLE'S LIVES

Why Students Want the GTTP in their Schools

RUSSIAN student

Ponomaryova Nastya says,

"The TTP has changed my future. We have learned many interesting facts. What is more, we've acquired practical skills in tourism. Working (at) British Airways made up my mind to work in tourism after the university."

"Having Travel & Tourism in our school has helped me develop a respect for my culture and heritage. I want to strive to keep everything perfect for future generations." **SOUTH AFRICAN student**

UNITED KINGDOM student

Ian Taylor reports he *"gained an understanding of the industry and the confidence to apply for a range of jobs."*

A CANADIAN student dreams big:

"I learned that there is a lot of competition that Canada has to face. This makes me more interested in this field because I would love to help bring tourists to Canada and help bring new ideas as well."



WHOLE COMMUNITIES CAN BENEFIT

A SOUTH AFRICAN educator describes the TTP's impact on his community this way: *"The Travel & Tourism subject has made a difference not only to the learners and the teachers but also to the whole community. Our students take what they learn in the classroom back to the communities in which they live. Our whole community is learning about the economic value of tourism and that tourism benefits everybody no matter how poor you are. Tourism education has made people realize that crime discourages tourists from visiting and if the whole community is to benefit from tourism then we have to ensure that tourists feel safe when they visit us."*

Aniet Louw of SOUTH AFRICA's Northern Cape Department of Education: *"Learners who were previously involved in gangs, were B candidates in their final Senior Certificate Exams. These learners were once classified as 'problematic' learners and later became strong leaders on whom we could depend."*

Jayne Clancey, Llangatwg School, WALES: *"The UK program has really opened my eyes to the leisure, travel and tourism industry. My students have benefited as my knowledge, confidence and motivation has grown."*

BRAZILIAN teacher Ari Coutinho: *"Discovering the program changed my life. The entire community perceived the benefits. The vision of the youth involved in the program wasn't the same afterwards. A new consciousness was born there that would express itself in tourism in a city that previously had very little to offer. For me, it was a great honor to participate in this unique and innovative process that has brought new opportunities to the lives of many people. **Today I can define my life in two stages: before and after the TTP.**"*

GTTP: PASSPORT TO CAREERS

"The curriculum suggested by the GTTP is socially relevant and academically challenging to students of all abilities.

Its solid framework provides a broad overview of the industry, a clear picture of the diverse career opportunities available and industry specific skills."

**AARON AU, Department Head,
Belillios Public School, Hong Kong**

A Canadian TTP graduate sums up:

"The TTP gave me an opportunity to meet new people, to acquire new skills and to participate in many activities. My success in the (tourism) industry is tied to providing excellent customer service and having a great attitude. I enjoy working in a fast paced job that is demanding of all I can give."

"I would recommend this program to anyone who would like to pursue a career in Travel & Tourism. Thanks to this program, I know I have made the right career choice."

Only a few of the over 225,000 GTTP participants to date have been quoted here but their words give a glimpse of the ways the GTTP has affected them and their world. New doors of understanding, experience and opportunity have been opened for young people around the globe, including those



who, after secondary school, might otherwise have no options in life beyond poverty or dead-end jobs. Families find pride and hope for the future in their students' accomplishments. Communities and regions experience the economic and cultural benefits brought by educated graduates and an improved tourism environment.

These are just some of the many ways that the GTTP improves the lives of those who participate, yielding rich returns for the investments its supporters in the public and private sector make in it.

The GTTP's office is in New York City at a non-profit foundation. Operating under a grant from the American Express Foundation, the GTTP coordinates among the member programs, assists in curriculum development, manages the GTTP web site, and provides financial oversight on behalf of donors whose contributions are used to support GTTP member country programs.

To learn how a company can support existing GTTP member programs, or how a country can become a GTTP member, please visit our web site: www.gttp.org

Or contact:
Dr. Nancy Needham
Director, GTTP
307 East 51st Street
New York, NY 10022
Tel: 212 758-0386; fax: 212 308-1892
Email: nancy@gttp.org

The World Travel & Tourism Council (WTTC) has officially endorsed the GTTP. The WTTC members, who are the chief executives of the major industry companies, provide the GTTP member countries with financial and in-kind donations and work-study (internship) support.

