PROGRAM OVERVIEW

Through a partnership with the Louisiana office of Tourism, LTA is excited to offer an annual certification program for state and regional travel counselors, as well as our front line employees in hotels, attractions and restaurants. Through four educational sessions, participants will learn about customer service, hear from leaders in the state travel industry, explore their personal growth process, learn how to navigate Louisiana tourism resources and connect their jobs with their community. After completing a national certification test, participants will graduate from the program as one of Louisiana’s “Certified Travel Specialists.”

ELIGIBILITY

• Open to all state and regional/local travel counselors
• Open to all front line employees in hotels, attractions and restaurants
• One CTS Ambassador required for each Certified Louisiana Welcome Center
• Certification includes participation in 4 class sessions + completion of certification test

SCHEDULE

Virtual/In-Person Session I - February 2022
  2022 Travel Outlook - Customer Service
  2022 Pandemic Travel Panel Update
  What’s Ahead for LOT and CRT?

Virtual Session II - May 2022
  Bring Meaning to your Work
  Finding and Using your Louisiana Resources

In-Person Session III - August 2022
  Summit Lunch and Learn
  Customer Service

Virtual Session IV - November 2022
  Why is Travel Important to My Community?
  Certification Test

FEE

Thanks to an investment by the Louisiana Office of Tourism, this year-long program is offered to participants for only $225.
CTS PROGRAM APPLICATION

Name___________________________________________________________

Company_________________________________________________________________________________________________________

Title_______________________________________________________________________________________________________________

Address___________________________________________________________________________________________________________

Phone______________________________________________________Cell_____________________________________________________

Email_____________________________________________________________________________________________________________