



Provider of Quality
Education
Approval System
for Training Events

For additional information, please contact

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What is the Provider of Quality Education (PQE) Approval System?

The Canadian Institute of Travel Counsellors (CITC) is the national travel industry association that trains and designates travel counsellors and managers in Canada. Certification criteria are based on the nationally validated **occupational standards** for travel counselling.

CITC works in conjunction with the Canadian Tourism Human Resource Council (CTHRC) using the emerit™ brand, and Human Resources and Skills Development Canada (HRSDC) to ensure that the skills and knowledge represented in the standards meet the entry requirements for working as a travel counsellor in Canada.



CITC presently certifies travel industry employees at two levels:

- CTC – Certified Travel Counsellor
- CTM – Certified Travel Manager

Although this is a voluntary certification program, there are many travel companies actively promoting certification within their organization including CAA Travel, Marlin Travel, TPI, Travelonly and Uniglobe Travel. Travel industry certification provides an individual with a marketing tool to “*distinguish themselves from the masses selling travel*” and enhances the image of a travel counsellor within both the industry and the general public.

The completion of recognized travel industry training is an important component of the certification process. This is called the Provider of Quality Education (PQE) Approval System.

Why Have A Training Event Approved?

CITC would like you to consider joining the ranks of PQEs by choosing to have your training event CITC Approved.

In these challenging times, travel counsellors are looking for ways to distinguish themselves from the masses selling travel – many are choosing certification as one means of showing their dedication to career success and their personal commitment to providing the best client service available. These counsellors need to obtain 1000 hours of occupational experience as one component of the certification program. They can decrease this amount of time by up to 50 hours if they complete industry-based training programs – so they are looking for “CITC Approved” training events from suppliers.

What does this mean to you?

- Success in getting your message out to the consumer marketplace through a trained professional sales force
- Increased registration for your training events - travel counsellors in the certification program are genuinely interested in professional development – they want to register in your training events
- Knowledgeable travel counsellors who have participated in your training are promoting & selling your products and services over other suppliers
- Increased visibility plus a target market for your training events through promotion of your training as a PQE to the Travel Counsellor Certification Program
- More sales, more revenue and greater product confidence with consumers due to increased confidence in selling your products and services by travel counsellors

Approval Credits

Once the content of the training event is approved, then the event is awarded *approval credits* based on the number of training hours involved.

A simple rule of thumb is one hour of training is eligible for one approval credit

Examples:

Webinar for 45 minutes = 1 credit

Conference seminar of one hour = 1 approval credit

Typical evening seminar of 2.5 – 3 hours in length = 3 credits

Typical daytime training event (9AM to 4PM) = 6 credits



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Benefits

- ⇒ Listing on the CITC website as approved training – the travel industry recognizes that you are a bonafied provider of training and are meeting minimum educational content as set out in the occupational standards for travel counselling.
- ⇒ Ability to insert event information in CITC newsletters or certification program mailings (there may be an additional charge for this service)
- ⇒ Benefit to participant – they may reduce their occupational requirement of 1000 hours by up to 50 hours by providing proof of completing supplier-based training programs.

Approval Procedures

Having your training event CITC approved is a one-step process:

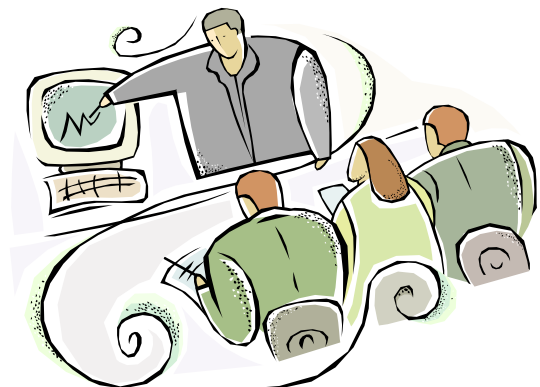
- 1) Complete the Approval Application and submit it to CITC along with the Approval Fee

Please allow one week minimum for processing.

Approval Criteria

Criteria for Approval Includes the Following:

- Target – who the training is designed for
- Instructor qualifications
- How the course is taught
- Length of training time
- Course objectives and key teaching points
- Course handouts/ workbook
- Course measurement
- Ability to track certification credits by the applicant



NOTE: Approval may be granted even though all criteria are not incorporated into the training event. Approval is based on a percentage of the criteria being included. Should approval not be granted, CITC will advise the applicant as to the reason for non-approval.

General Information

- Each application for Approval shall be accompanied by the appropriate Approval fee, which shall be set from time to time by CITC.
- Each application for Approval evaluation shall be accompanied by the requested information, which shall be determined from time to time by CITC.
- Every approved training event is subject to ANNUAL review for which there will be a renewal fee, which shall be set from time to time by CITC, which shall be due and payable at least 30 days prior to the approval expiration date.

Governance

- 1) No PQE shall be permitted to advertise or claim Approval for its event, or use CITC's logo or name, without written authorization from CITC.
- 2) This written authorization shall take the form of a Certificate of Approval issued according to the standards of CITC and may be modified or rescinded from time to time. It is confirmed annually by a new certificate of Approval. The certificate shall remain the property of CITC.
- 3) Any course material, promotion, calendars, etc. produced by the PQE that refers to CITC Approval must state clearly as to the number of credits so approved.
- 4) Any course material, promotion, calendars, etc. produced by a PQE must clearly stipulate that it is the «**Training Event**» that is approved, not the Institution. A copy of this promotional piece should be submitted to CITC at approval renewal time.

FAQ on Having Your Training Event CITC Approved

- # 1 FAQ** **How many approval credits is my training event eligible for?**
 The simple rule of thumb is one hour of training equals one approval credit. So if you have a three-hour event – it is worth 3 credits. Full day events normally receive 6 credits, which takes into account coffee and lunch breaks.
- # 2 FAQ** **How does CITC determine if my event is eligible for approval credits?**
 By completing the attached application CITC can measure your responses against a set of criteria for approval. As long as you meet the majority of the requirements your event will be approved.
- # 3 FAQ** **How do Certification Program participants track their approved event credits?**
 It is up to the participant to provide proof that they attended your training event. Many suppliers issue a certificate of completion or provide a test of learning at the end of training for which counsellors receive a grade. They obtain the approval number and # of credits the event is approved for from you.

OTHER FREQUENTLY ASKED QUESTIONS	ANSWERS
<i>How many companies have participated as Providers of Quality Education?</i>	Over 400 organizations have had their courses, seminars, workshops or Agent Educational Tours "CITC Approved". Over 1500 different topics have been approved.
<i>Who attends "CITC Approved" educational events?</i>	Travel counsellors and managers that have registered in the certification programs and regularly attend training events.
<i>Must my educational event be "CITC Approved" each time I offer it?</i>	An educational event is approved for one year. Once approved, it may be offered an unlimited number of times during the approval period.
<i>If I offer different educational events, must I get them all approved?</i>	Each educational subject requires a separate approval. Reduced approval fees are available for multiple course applications. An annual rate is also available and is suitable for instance; for companies offering weekly Webinars.
<i>What happens when the approval expires?</i>	"CITC Approved" educational events may be renewed each year for a special renewal fee. Renewal forms are automatically sent to the PQE.
<i>Why must I pay an approval fee and what does the fee give me?</i>	The approval fee covers the cost of reviewing, administering, registering and promoting the educational event. It puts your training event name in front of those counsellors registered for certification and tells them that you training program is meeting the occupational standards for travel counselling. In addition you may use the approved logo to support marketing activities giving greater credence to your training, and a " CITC Approved " Provider of Quality Education certificate is sent to you for display purposes.
<i>Do participants have to complete a quiz, questionnaire, etc.?</i>	It is recommended that participants be given some type of exercise to complete to confirm their learning in order to encourage maximum attention during the event.
<i>If someone arrives late or leaves early, are they entitled to the credits?</i>	To be eligible for the credits, a participant must attend the entire event.
<i>How do participants prove they attended the educational event?</i>	The «CITC Approved» #, date of event, # of credits must be made available to the participant by the supplier. It is recommended that if you issue a certificate or some other form of course confirmation that you include the approval # and CITC Approved logo on it.
<i>When should I apply for "CITC Approval" of my educational event?</i>	Applications should be submitted at least one month in advance of the event. To take full advantage of marketing opportunities, it should be submitted at least three months in advance.

PART A APPLICANT INFORMATION

Company Seeking Approval: _____ Date: _____

Contact Name: _____ Position: _____

Address: _____

Tel: _____ Fax: _____ Email: _____ Website: _____

Date you would like approval to be valid for: _____

PART B GENERAL EVENT INFORMATION

Name of Event: _____ Length: _____

Target: Who is the event designed for? Juniors (1-3 years) Seniors(3+) Manager

Is a prerequisite required? No Yes State Prerequisite: _____

Who teaches this event? Instructor Professional Lecturer Sales Rep Other

How is the event taught? Lecture Roll play Videos Workshops
Other, describe _____

PART C EVENT OBJECTIVES AND SESSION PLAN

Complete information below or attach a detailed session plan.

Event Objective: What will the participant be capable of after the training?

At the end of this session participants will be able to:

Event Outline: (attach copy or complete below)

The key teaching points in this training are:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Event Handouts / Workbook: (attach copy)

What event materials are provided to the participant? Handouts Workbook Manual Video

Forward a copy of any “training” print material distributed at the event. There is no need to provide copies of brochures or videos. Copy attached Copy to follow on (indicate date) _____

Event Measurement:

Does attending this event signify: completion, or do participants have to prove their competency? If proven – how is this done? _____

If tested – provide copy of the test where possible.

Tracking Credits: Do you have the ability to maintain attendance records and ensure participants enter the CITC Approved number in their passports? Yes No

PART D PROMOTION OF YOUR EVENT

Attach copy of any promotional flyer / email for this event

Copy attached Copy to follow on (indicate date) _____

Contact name and contact details if different from above.

(Where participants can contact you for dates and event information – to be listed on the CITC website)

Contact Name: _____ Position: _____

Address: _____

Tel: _____ Fax: _____ Email: _____ Website _____

Promotional Paragraph: please attach a 50 word promotional paragraph that will be used on the CITC website to advise certification program participants about your event details. (implementation 2009)

Copy attached Copy to follow on (indicate date) _____

PART E PAYMENT OF APPLICATION FEE

Note: Approval of training events is subject to an annual renewal fee. Your payment enclosed is for an initial application fee that is valid for a 12-month period.

Application Fee: \$ 150 + tax GST or HST as applicable

Multiple Application Fee: \$ 75 + tax GST or HST as applicable (for each additional course)
(An initial application must already be approved in the same calendar year)

Annual Fee \$ 500 + tax GST or HST as applicable
(For companies offering high volume events - weekly or semi-weekly training programs – example webinars)

Payment by: cheque payable to CITC Visa M/C AMEX D/EnR

Name on card: _____ Card # _____

Expiry Date: _____ Signature : _____

Return application form and fee to:

CITC, # 406-505 Consumers Road, ON M2J 4V8
Tel (416)484-4450 Fax (416) 484-4140 Email certification@citc.ca

Additional Information to Help You Complete Your Application

1. TARGET - *Who is the event designed for?*

Recommendation: Should challenge the Travel Counsellor with 0-3 years experience in the industry. Prerequisites should include basic courses in the educational category if designed for senior counsellors.

2. INSTRUCTORS - *What experience do they have in the discipline they teach?*

Recommendation: Should have a minimum of one year experience in the discipline or have training experience.

3. METHODOLOGY - *What methods are used to impart information, i.e.: lecture, role-play, video?*

Recommendation: Should include individual/class participation.

4. DURATION - *How long is the educational component of the event (in hours)?*

Recommendation: One hour of training equals one approval credit to a maximum of 6 daily.

5. OBJECTIVES - *What will the participants be capable of after the event?*

Recommendation: Should be travel related skills or knowledge geared to "Advanced" curriculum topics.

6. MEASUREMENT - *Examples: test, quiz, assignment, exercise, group presentation etc.*

Recommendation: Some form of measurement should be administered.

7. MATERIALS - *Do the participants receive any print material to use as a reference after the event?*

Recommendation: Provide reference material for participants to take home.

8. TRACKING / PROMOTION

Recommendation: **Should** display Provider of Quality Education original certificate with Approval Number. May also include this number on promotional literature or certificate of completion

NOTE: Approval may be granted even though all criteria are not incorporated into the event. Approval is based on a percentage of the criteria being included. Should approval not be granted, CITC will advise the applicant as to the reason for non-approval.

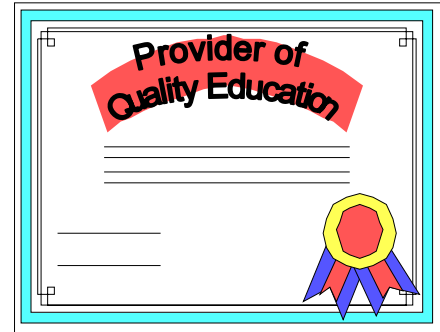
Once Your Training Event is Approved

Notification of Approval

PQEs will be notified by letter as to whether or not their training event received CITC Approval, no later than 30 days from the date of receipt of the application. A letter rejecting approval will clearly state why approval was not granted.

Certificate

Upon Approval, the PQE will receive a Certificate of CITC Approval for display at the training event, clearly showing expiry dates. CITC will retain ownership of the Certificate, which must be returned by the PQE if the conditions for continued entitlement are not met.



Promotional Information

- A listing of the training events is included on the CITC website under “*Training – Recommended – Approved Courses*” listing.
- CITC issues press releases to the travel trade approximately every 4 – 6 weeks advising program participants of new training events that are approved. Note: CITC has no control over whether or not those press releases are printed by the travel trade publications.
- CITC issues newsletters to certification program participants twice a year. Where possible new approved training events are highlighted. If it is a hard copy mailing (instead of an email newsletter) PQEs have the ability to insert a display ad or single page promotional flyer into the mailing highlighting their training event for an additional fee.
- CITC publishes three newsletters which may feature information about training events from time to time.
 - The Buzz – CITC’s Membership E-Newsletter released monthly
 - Student Vibe – CITC’s Student Newsletter released bi-monthly (every other month)
 - Training News – CITC’s newsletter targeted to educators and trainers (issued 2x/year)

Advertising

- It is the responsibility of the PQE to ensure that any stipulation clearly states that it is the «**Training Event**» that is approved, not the PQE.

Renewing Your Approval

It is the responsibility of the PQE to renew its *Training Event Approval* on an annual basis by completing an updated *Training Event Evaluation Form*, sent from the CITC office at least 30 days prior to the renewal anniversary date. The completed form, along with a renewal fee of \$75 (plus GST/HST), must be received by the CITC office no later than the approval expiration date each year. **Failure to renew the application by this date will result in it being considered a new application.**

For PQEs that have multiple training events approved, CITC offers a “bulk renewal fee” whereby up to 3 training events may be renewed for an additional renewal fee of \$ 25 (plus GST/HST)

Examples:

- 1 training event renewed – applicable renewal fee \$ 75
- 3 training events renewed – applicable renewal fee \$ 100
(*\$ 75 for the first renewal and \$ 25 for the 2nd and 3rd event combined*)
- 5 training events renewed – applicable renewal fee \$ 125
(*\$ 75 for the first renewal plus \$ 25 for the 2nd, 3rd & 4th event combined plus \$ 25 for the 5th event*)

Typically training offered as Webinars or tele-seminars are usually one time events, seldom repeated throughout the year and therefore seldom are the approvals for training renewed. Suppliers who offer this frequent training option therefore pay a base annual fee each year rather than a renewal fee for individual Webinars. In the event a supplier does plan to repeat previously-offered programs the re-approval fee is covered within the annual fee. The annual fee is \$ 500 + GST.

Approval renewals will be assessed by CITC and PQEs will be notified by letter as to whether or not they received renewal of the Approval no later than 30 days from the date of receipt of the renewal application.

There is an impartial appeal process in place for rejected applications. This should be done within 30 days of receipt of a rejected application, accompanied by a non-refundable \$100 reassessment fee. Final results will be supplied in 60 days. No further appeal is available.

Removal of Approval

- The PQE shall notify CITC in writing at the conclusion of each series of training events of any changes to curriculum or instruction, or any other pertinent information that alters the application. Failure to do so may result in a review of its Approved status, which may or may not be removed.
- CITC reserves the right to survey participants attending an Approved training event and to use the results of the survey to justify removal of a training event Approval. Minimum 7 days prior notification will be given for an on-site survey.
- PQEs that plan to advertise the CITC Approval to the public in any advertising media must ensure that they do so in a way that fairly and honestly represents the purpose and intent of the CITC Approval. Failure to do so will result in a review by CITC and possible removal of the Approval, or the imposition of some other sanction.
- Withdrawal of a PQE’s Approval will not prejudice any subsequent application for Training Event Approval by the PQE.

Application Checklist

When submitting your application, ensure the following is included:

- Completed application
- Payment – enclose cheque or provide credit card information
- Session Plan – if not included on application
- Copy of handout / workbook
- Copy of test/quiz measurement (if applicable)
- Copy of training event promotional flyer
- 50-word promotional paragraph for inclusion on the CITC website
- Request for additional information on CITC - example: membership, distance learning programs, etc.