

Kentucky Tourism Institute

Basic Certification & Advanced Certification

Tourism Professional Programs



*Expanding the Horizon for
Tourism Professionals!*

Kentucky Tourism Institute Certification Programs

By joining the Kentucky Tourism Council (KTC), you have already taken an important step toward advancing your professional development.

We now invite you to go one step further and take advantage of our valuable growth opportunities by becoming a Kentucky Tourism Certified Professional.

Why should you become a Kentucky Tourism Certified Professional?

- To gain important knowledge that will help maximize the benefit from tourism-related organizations, government services and programs.
- To gain the tools to become a confident professional in the highly-competitive tourism industry.
- To obtain an excellent addition to your resume.

We know everyone is very busy and every minute counts; KTC's Kentucky Tourism Certified Professional Programs are well worth your time.

Please read the following outline and curriculum for specifics on the Kentucky Tourism Institute.

Basic Certification Program

Orientation – 6 credits

BAS 101 One Day Orientation– 6 credits

BAS 101 provides participants with an overview of the Kentucky Tourism Council, Kentucky Department of Travel programs, various tourism sectors, and an overview of state, regional and national tourism associations and organizations.

Hospitality Education – 2 credits

BAS 102 Hospitality– 2 credits

This course is offered at the annual KTC Summer Outing. *(Credit may be given upon proof of completion of another valid hospitality training program.)*

Total required credits for Basic Certification (8 credits)

*Designation Received:
BTC (Basic Tourism Certification)*

Participants in the Basic Certification Program also receive beneficial materials including useful resources related to tourism marketing compiled by Tour Southern & Eastern Kentucky, a helpful glossary of tourism terms and definitions, and additional valuable materials.

Advanced Certification Program

Basic Tourism Certification is required for enrollment in the Advanced Certification Program.

Advanced Certification Curriculum

Advanced Certification participants must earn 21 credits as outlined below. Within two years of registration in the program, registrants must attend four of the Kentucky Tourism Council quarterly meetings, which are held each year. These meetings shall include one each of the following: 1) Legislative Event; 2) Tourism Development Symposium; 3) Summer Outing; and 4) Kentucky Tourism Industry Annual Conference

Classes are offered at KTC meetings throughout the year. Credit may be granted only once per class, to ensure students gain a full spectrum of knowledge.

Marketing – 4 Credits

MKT 101	Advertising – 1 credit
MKT 102	Packaging – 1 credit
MKT 103	Internet Marketing – 1 credit
MKT 104	Communications & Public Relations – 1 credit
MKT 105	Market Segments – 1 credit
MKT 106	Marketing Plan Basics – 1 credit
MKT 107	Other – 1 credit

Research – 4 Credits

RES 101	Market Identification – 1 credit
RES 102	Identifying Trends – 1 credit
RES 103	Evaluating Economic Impact – 1 credit
RES 104	Tracking – 1 credit
RES 105	Other – 1 credit

Business Administration – 2 Credits

BUS 101	Business Management – 1 credit
BUS 102	Human Resources – 1 credit
BUS 103	Tourism Development – 1 credit
BUS 104	Technology – 1 credit
BUS 105	Other – 1 credit

Electives – 3 Credits

ELE 101	Government Relations – 1 credit
ELE 102	Leadership – 1 credit
ELE 103	Legislative Advocacy – 1 credit
ELE 104	Other – 1 credit

Field Visits – 8 Credits

In a business sector outside your own

FV 101	Day-Long Internship/Sector 1 – 4 credits
FV 102	Day-Long Internship/Sector 2 – 4 credit

Registrants are required to participate in two field visits, in tourism sectors other than the one in which they work, within two years of registration in the program. A minimum of two field visits within the following sectors will be provided by KTC each year: Destination Marketing Organization, Attraction, Lodging, Restaurant, Marina, Golf Course, Gift Shop, Transportation, and Information Center.

Total required credits for Advanced Certification (21 credits)

*Designation Earned:
CTP (Certified Tourism Professional)*

Continuing Certification

It is easy. Just pay an annual continuing certification fee and attend two recommended seminars at KTC meetings each year and your certification requirements are complete.

Kentucky Tourism Institute Tuition

Enrollment registration and payment must be completed prior to starting either program.

Basic Certification: \$60.00

Advanced Certification: \$140.00

Continuing Certification Annual Fee: \$25.00

To register for either of the Tourism Professional Programs, or to receive more information, contact

Megan Tubbs at 502.223.8687
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*We encourage you to begin your
advancement in the
tourism industry now!*

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