



TRAVEL CAREER TRAINING PROGRAM



Learn how to be a travel professional
from industry leading professionals.



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“Want to see the world? If travel is your passion, then there is no better way to see the world than through a career in the travel industry. With a serious shortage of travel agent professionals, there’s probably no better way or time to enter this exciting industry where we put that passion into practice, making dreams of a lifetime a reality. Travel Leaders Academy will provide exceptional, hands-on training necessary to prepare and equip the travel agents of the future.”

- DAVID LOVICK
PRESIDENT
TRAVEL LEADERS / MARKET SQUARE TRAVEL

MISSION STATEMENT

Our mission is to share the excitement, expertise and passion our travel professionals have with others who want to become travel professionals; filling a vital position in the travel and tourism industry.

TRAVEL  LEADERS®

ACADEMY

INTRODUCTION

ARE PEOPLE AND TRAVEL YOUR PASSION?

If you're looking for a new career or career change, the Travel Industry may be right for you. Do you enjoy learning about different cultures, history, cities and cuisine? If you are passionate about traveling and helping people's travel dreams come true, while also earning a great paycheck, we have the training that can provide you with a rewarding and enriching career as a travel professional. Whether you want to be a travel agent working in an office or working from home, a tour guide, a cruise reservationist, in hospitality sales, or dozens of other rewarding positions, our comprehensive, 220-hour training program will provide you with the skills you need to immediately begin your career in the travel industry.

TIMING IS EVERYTHING: A GROWING DEMAND

Many travelers have become disillusioned with less than ideal vacation experiences booked through online booking engine websites. Many others are looking for expert recommendations, personalized experiences, help planning complex trips and stress-free vacations. These consumer needs have created rapid growth and an increasing demand for the personal services of a traditional travel agent.

Currently, many travel agents are retiring leaving agencies short staffed. That's where Travel Leaders Academy comes in. Our school is owned by a local travel agency owner who needs, and is actively looking for, new well-trained talent. The solution to training and finding new talent—Travel Leaders Academy— and you!

OWNED & OPERATED BY TRAVEL INDUSTRY LEADERS

Travel Leaders Academy is owned and operated by your local Travel Leaders Franchised travel agency, Market Square Travel LLC. A division of America's largest travel agency company, Travel Leaders Network. Travel Leaders Network is comprised of nearly 7,000 travel agency locations – more than one third of North America's leading travel agencies. With over \$17 billion in annual sales volume. Travel Leaders Network is the largest seller of luxury travel, cruises, river cruises and tours in the travel agency industry. Travel Leaders Network franchisees are devoted to enhancing each and every travel experience—whether for business or pleasure.

TAUGHT BY EXPERIENCED TRAVEL PROFESSIONALS

Travel Leaders Academy offers a competitive edge over other travel training programs, because our courses are both taught by experienced travel professionals who have a current working knowledge of all of the aspects of the industry. These professionals work for an agency that is actively looking for new qualified talent to join their team.

In addition, your school is connected to a network of hundreds of other travel agencies in the network and all of the travel suppliers they sell to assist you in landing your first job. The Travel Leaders Academy courses will provide you with the knowledge, resources and tools it takes to be a success in the field of travel.

Each student will learn practical “real-life” hands-on learning for making reservations for air, car, hotel, tours, cruises and more. A small student- to-teacher ratio allows ample one-on-one attention for a superior learning environment.

BENEFITS AND PAY FOR THOSE IN THE TRAVEL INDUSTRY

Benefits can include reduced rates on travel, hotel and resort accommodations, cruises, car rentals and other related services. There are often opportunities from tourism bureaus and other travel companies for qualified personnel to take part in educational familiarization trips to increase your selling knowledge of destinations, resorts, cruise ships, hotels or tours and more. If you're wondering what kind of salary you can earn, The American Society of Travel Agents 2012 Labor report states the average annual salary for a travel agent is \$40,000; the salary varies based on agency location and agency size.

GET STARTED TODAY!

Travel Leaders Academy offers a condensed 220-hour training program that takes place during the evenings and every-other Saturday. A very small investment for learning the skills you need to immediately begin your career in the travel industry.



FIND A JOB YOU LOVE AND YOU'LL
NEVER WORK A DAY IN YOUR LIFE

-CONFUCIUS



TRAVEL LEADERS ACADEMY CURRICULUM

Travel Leaders Academy classroom training program is divided into nine courses, and includes online destination specialist training programs and a student workbook. Each course covers the stated topics in depth. Most courses require that standard industry terminology, codes and abbreviations be learned. The program includes 220-hours of comprehensive study; approximately 50% lecture and 50% laboratory hands-on-training.

There are four quizzes along with six tests throughout the program. Students must achieve a grade point average (GPA) of 75 or higher to be eligible for graduation.

INTRODUCTION TO THE TRAVEL INDUSTRY...5 HOURS

This course provides you with an introduction to the school and the travel industry. Topics include: Student responsibilities, history of the travel industry, travel agent job description, agent responsibilities and ethics, travel industry organizations and governing bodies and organizations in the travel industry.

THE BASICS: BOOKING AIR, CAR, HOTELS & MORE...32 HOURS

In this course you will learn how to determine logical itineraries. Reservation procedures are covered and basic airline rules regarding passenger travel are reviewed. Topics include: Determining schedules and routings, air travel terminology, airline fares—including taxes and airline ancillary fees—and ticket processing with the Airline Reporting Corporation. Determining the lowest logical airfare is stressed.

Procedures for selecting hotel and car rental reservations are also covered in this course. Practical application is

gained by using the Worldspan Global Distribution System (GDS) by Travelport to practice making a variety of air travel reservations for both leisure vacations and business trips.

TRAVEL TYPES AND WORLD GEOGRAPHY...115.5 HOURS

In this course you will learn how to select, sell and book trips all over the world. FIT travel, Guided Tours and vacation packages will be reviewed. You'll learn to pick destinations for your clients as well as help them choose the perfect travel style. Destinations discussed include Europe, Asia, Africa, Australia and the islands of the South Pacific, the islands of the Caribbean, Mexico and the USA – including Alaska, Hawaii, Florida and more. You will gain understanding into all aspects of putting a trip together. From the currency used in particular countries to making sure you're selecting the proper hotels, cars, guided vacations and rail travel for your clients. The emphasis in this course is to learn how to ask the customer the right questions, determine the type of vacation experience they want, find the correct travel types and package for the customer, reserving the best travel arrangements for the customer and the process of deposit, final payment and final documents for the customer.

CREATING EXTRAORDINARY CRUISE VACATIONS...30 HOURS

This course will teach you how to select, sell, customize and book both ocean and river cruise vacations. You will gain an understanding of cruise terminology, deck plans, cruise destinations and documentation. Topics include: Major cruise lines and cruise areas for each, cruise activities and shore excursions, pricing of cruises and added fees, and reserving the cruise through phone or online reservation system. You will learn how to ask the right questions of the customer to determine the type of cruise experience they want, find the correct cruise package for different customers, determine any extra

amenities and shore excursions that may be available to enhance your customers cruise vacation, reserve the cruise package and the process of deposit, final payment and final documents for the customer.

PUTTING IT ALL TOGETHER...12 HOURS

This course is composed of hands-on practice with customer scenarios. You will practice asking the customer questions, determine the correct travel arrangements for the traveler, make recommendations to the customer and sell the travel. Topics include: The reservation process, how to sell the recommendation, customer payments, trip documents and follow-up after the trip.

PROFESSIONAL CAREER DEVELOPMENT...15 HOURS

This course will help you develop professionalism, confidence and gain a better understanding of your potential within the travel industry. Effective interviewing techniques are reviewed. Topics include: Building a resume, getting and preparing for an interview, and professionalism. We will also discuss successfully running your business. How to manage your database and understanding the accounting side of your business.

REVIEW, FINAL AND GRADUATION...9 HOURS



Our First Graduates, May 2015

EMPLOYMENT ADVISORY SERVICES

Travel Leaders Academy is different from other travel training programs, because our courses are taught by experienced travel professionals who have a genuine need to hire well-trained qualified talent to fill openings in their travel agencies. Their goal is, ideally, to train and hire you to work as a travel agent in their travel agency. If for some reason, they do not find you a fit or do not have openings at that time, they will do their best to place you in another travel agency location or with a travel supplier, such as an airline, car rental, hotel, tour cruise or travel insurance company that they have established trusted relationships with during their careers. However, please understand that no employment guarantee can be made.

Travel Leaders Academy also maintains an active employment advising service which assists qualified graduates by listing known vacancies and contacting travel industry employers to obtain interviews.

This assistance will be provided to the graduate who has earned and maintained a C average or higher during the required course of study, successfully completed all class projects, and met mandatory attendance and other requirements.

CAREER OPTIONS

There are many career options available to you, as a Travel Leaders Academy graduate, within this huge industry. Most graduates start their career in a retail travel agency. You'll find over 14,000 retail and online travel agency locations in the United States, ranging from one or two employees to those with hundreds of employees. You'll also find a wide range of specialties available. Some agencies specialize in vacation travel, others in business travel arrangements. There are agencies that provide services for group and incentive travel as well.

Other employment opportunities within the industry include working for airlines, hotels, car rental companies, tour companies, cruise lines or as a home-based independent contractor.

CAREER OPPORTUNITIES INCLUDE:

- Travel Agent (vacation travel and business travel)
- Home-based Agent
- Independent Contractor
- Meeting Planner
- Travel Agency Owner
- Travel Specialist in a destination or niche market
- Cruise or Tour Reservationist
- Airline employee
- Car Rental or Hotel Employee

CLASS SCHEDULE

August 11, 2018 – December 20, 2018

Tuesday, Wednesday, Thursday 6:00PM – 9:15PM
 Saturday 9:00AM – 3:15PM

August 2018						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

September 2018						
Su	Mo	Tu	We	Th	Fr	Sa
						1
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23	24	25	26	27	28	29
30						

October 2018						
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November 2018						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December 2018						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Tuesday, Wednesday, Thursday virtual via GoToTraining*
 Saturday classes held at Travel Leaders Woodbury, MN

*Some classes will be held in-office, dates to-be-announced

POLICIES

REGISTRATION INFORMATION

If you have any questions about registration please contact Travel Leaders Academy Monday – Friday between the hours of 9:00AM and 5:30PM.

Phone (651) 789-7870

Email Academy@tvllleaders.com

Registration forms can be found online or can be picked up directly from the Travel Leaders Academy.

ONLINE REGISTRATION

Go to www.tvllleaders.com/academy and click on the Enroll Now link to submit your online application.

IN PERSON REGISTRATION

You may register in person, with an appointment, at Travel Leaders Academy – 710 Commerce Drive, Suite 160, Woodbury, MN 55125. Please call (651) 789-7870 for a registration appointment.

ENTRANCE REQUIREMENTS

All applicants must be 18 years old and possess (or be in the process of acquiring) a high school diploma or GED.

All applicants must be able to fluently communicate in English. All exams, lectures and online course work will be done in English.

DISCRIMINATION POLICY

Travel Leaders Academy does not discriminate based on race, color, creed, sex, sexual orientation, national origin or age.

Travel Leaders Academy reserves the right to not accept an application from an applicant whom the administration feels will not be able to successfully complete the training curriculum.

ENROLLMENT PERIOD

Students may enroll for any Travel Leaders Academy upcoming course as soon as the dates for the course are finalized and published (online and via brochure).

Enrollment cut-off date is 48-business hours prior to the start of class. All tuition must be paid prior to class start date.

CLASS DATES / TIMES

Classes are held on the following dates and times:

Tuesday, Wednesday, Thursday	6:00PM – 9:15PM
Saturday	9:00AM – 3:15PM

In case of bad weather or holiday interruptions, make-up dates and times may be added to the schedule.

Evening classes will include a 15-minute break. Saturday classes will include a 15-minute break and a ½ hour lunch break. Students are allowed to leave the facility but must return prior to the start of instruction after break/lunch.

FEES AND TUITION

\$100.00 USD registration fee is due at time of application.

\$3450.00 USD Tuition is due at time of registration.

Tuition covers GoToTraining and classroom instruction.

Some handouts and training materials will be provided to the student. Students are responsible for having required computer/device access and Internet access, as noted in the Extensive Computer Training section.

Your application fee and tuition holds a place for you in class. However, if your credit card is denied or check is returned your place in the class will not be forfeit. You are liable for any/all fees incurred by Travel Leaders Academy due to insufficient funds or denied charges.

EXTENSIVE COMPUTER TRAINING

Travel Leaders Academy takes a unique approach in its method of instruction. We provide an atmosphere as close to a travel agency operation as possible which greatly enhances the learning process. This allows each student to learn how to book reservations for airlines, car rentals, hotels, cruises and tour packages as today's travel agents do. The computer is one of the most important tools to the travel agent. Once trained on the online reservation systems, the transition to the travel agency is easier.

It is important that students have a basic understanding and familiarity with using computers. When necessary, a computer is provided during in-class trainings; students may also bring a device that is Wi-Fi capable to use during classes. Students are required to have a computer/tablet/SmartPhone or some type of device that has speakers and internet access to engage in the GoToTraining.com training. While students are not required to have a computer at home, it will make GoToTraining easier. Computers are recommended over other devices. Students are responsible for making arrangements to use computers at their home, work or other recourses like the public library for training and homework.

LIMITED CLASS SIZE

Travel Leaders Academy believes that training is most effective with a small student-to-instructor ratio, which enhances an already superior learning environment.

HIGHLY SKILLED PERSONNEL

Students receive the highest degree of education through an experienced and caring staff of travel industry leaders – true travel professionals that students can look to for education and guidance.

EMPLOYMENT ADVISORY SERVICES

After receiving an unparalleled educational experience, the emphasis shifts to employment advisory services. The instructor and administrator maintain contact with travel employers and works with each student individually to assist them with career opportunities.

PROGRESS EVALUATION

Student evaluation is based on homework assignments, classroom work, quizzes and exams. Grades will be based on the following scale:

A 93 – 100 **B** 87 – 92 **C** 86 – 75 **F** Below 75

Students must maintain a C average to successfully complete the course. If at any time during the course the average falls below a C, the student will be placed on probation at the discretion of the School Administrator. The student will generally be given a two week period to improve the grade point average. If satisfactory improvement is not made, the student may be terminated and re-admittance will not be permitted.

GRADUATION REQUIREMENTS

Each student is required to complete the entire Travel Leaders Academy Program with a C grade point average or better in order to be eligible for graduation. Students will receive a Certificate of Achievement upon the successful completion of the course. No credit will be given for prior educational or work experience.

STUDENT TRANSCRIPTS

Student transcripts after graduation may be obtained by sending a written request to the school indicating the student's name, address, phone, and date of graduation. There is a \$25 fee for this service.

ATTENDANCE

Students are expected to attend all classes as scheduled and to be on time for the start of each class. Attendance and tardiness will be maintained by the Instructor and will be available to potential employers for review.

If a student is absent over 18 hours during the course, the student may be put on probation for a two-week period or asked to drop the course at the discretion of the School Administrator. If put on probation, the student is required to be present and on time for the entire probation period. If not, the student will be asked to drop the course. After the probation period, if the student is absent more than six hours, the student will be asked to drop the course. Excessive tardiness will also be handled in the same manner.

Any student who will be absent is asked to notify the school administration ahead of time. The student is responsible for obtaining any work missed while absent. If the student misses a quiz, in-class assignment or exam, it may be made up at the convenience of the staff.

STUDENT FILES

Student files are confidential and are maintained in a safe locked environment. The files are retained indefinitely by the Academy.

STUDENT CONDUCT

Travel Leaders Academy expects students to conduct themselves in a mature, professional manner. The school

reserves the right to put on probation or terminate any student whose actions are deemed inappropriate by the school.

CHANGES IN CURRICULUM, TUITION AND FEES

The school reserves the right to revise the curriculum (delete with prior state approval) in order to stay abreast of changes in the travel industry. The school reserves the right to make adjustments to the tuition and fees. Once the enrollment fee has been paid for a specific class, the student is protected from any tuition increases.

CANCELLATION POLICY

You will be notified if your course is rescheduled, extended, filled or canceled. Each course has a minimum and maximum number of participants.

DISPUTE RESOLUTION POLICY

Students who have a complaint or who would like to appeal a dismissal must request in writing an appointment for an interview with the school Administrator. The written request should include the following information:

1. Student's full name, last four digits of their social security number and current address.
2. A statement of the concern including dates, times, instructors, and if applicable, other students involved.
3. Signature of the student.
4. Three dates in which the student would be available for a meeting with the school Administrator. These dates should be within 10 business days of the complaint.

The school Administrator will notify the student in writing of the appointment date in which the concerns or appeal will be addressed. Every effort will be made to bring an

amicable closure to the concern. Should it be necessary, a panel of Travel Leaders Officers and Directors will hear the concerns and will be asked to assist in bringing a resolution to concerns and/or appeals. The student will be notified in writing within five business days of the outcome of the meetings. The decision of the Administrator and/or appeal panel is final. Should the contract be canceled by either the student or the school the date on the complaint letter will be used as the date to calculate any refund in accordance with the school's refund policy.

REFUND POLICY

If your application is rejected, you will receive a full refund of all tuition, fees, and other charges. You will be entitled to a full refund of tuition, fees, and other charges if you give written notice that you are cancelling your contract within five business days after the contract or enrollment agreement is considered effective. A contract or enrollment agreement will be presumed to effective on the date of that the institution notifies you that you have been accepted into the institution and you have signed the contract or enrollment agreement. If the notification of acceptance into the institution is sent by mail, then the effective day of being accepted is the postmark on the acceptance letter.

This five-day refund policy applies regardless of when the program starts. If you give written notice more than five days after you signed the contract, but before the start of the program (or first lesson for an online distance education program), you will receive a refund of all tuition, fees, and other charges minus 15%, up to \$50, of the total cost of the program. You will be provided a prorated tuition, fees, and other charges refund minus a 25%, up to \$100 administrative if you provide written notice of your

withdrawal after your program has begun, but before 75% program has completed.

You will receive written notice acknowledging your withdraw request within 10 business days after receipt of the notice and you will receive a refund of any tuition, fees, and other charges within 30 business days of receipt of your withdrawal. Written notice is effective of the date of the postmark if sent by mail or the day it has been hand-delivered to the institution. If you do not withdraw in writing or contact the institution about your absence, and you have not attended your program for 21 consecutive days, you will be considered to have withdrawn from the school as of your last date of attendance.

SAFETY DISCLAIMER

There is an inherent risk of accident and injury to any activity. It is the responsibility of the participant to be aware that there are assumed risks in participation Travel Leaders and Travel Leaders Academy assumes no risk for injuries received during activities. Any changes in participants' current physical activity level should be done under the approval and directions of their physician and/or health care provider(s).

CLOSINGS DUE TO WEATHER

In the case of bad weather, Travel Leaders Academy will notify students via a text message and email at least 2-hours prior to the start of class time if the class will be cancelled or delayed.

HOLIDAY's

Travel Leaders Academy will be closed on the following holidays. Classes are not scheduled on these dates:

January 1st – New Year's Day
Memorial Day

July 4th – Independence Day
Labor Day
Thanksgiving Day
December 24th Christmas Eve
December 25th Christmas Day

ACCESSIBILITY

Travel Leaders Academy complies with the Americans with Disabilities Act, the Rehabilitation Act, and the Minnesota Human Rights Act, which provide for reasonable accommodations for students with documented disabilities. Persons needing accommodations should contact Travel Leaders Academy at (651) 789-7870.

GOVERNING BODY AND OFFICIALS

Travel Leaders Academy is governed by the Independently Owned and Operated Travel Leaders franchise of Market Square Travel LLC.

Travel Leaders Academy is presided over by Sandra K. Lovick, CEO; David P. Lovick, President; and Wendy Schwartz-Mix, Director of Education.

MINNESOTA OFFICE OF HIGHER EDUCATION

"Travel Leaders Academy is licensed as a private career school with the Minnesota Office of Higher Education pursuant to Minnesota Statutes, sections 136A.821 to 136A.832. Licensure is not an endorsement of the institution. Credits earned at the institution may not transfer to all other institutions."

Office of Higher Education
Private Career School Licensure
1450 Energy Park Drive, Suite 350
St. Paul, MN 55108
(651) 259-3976

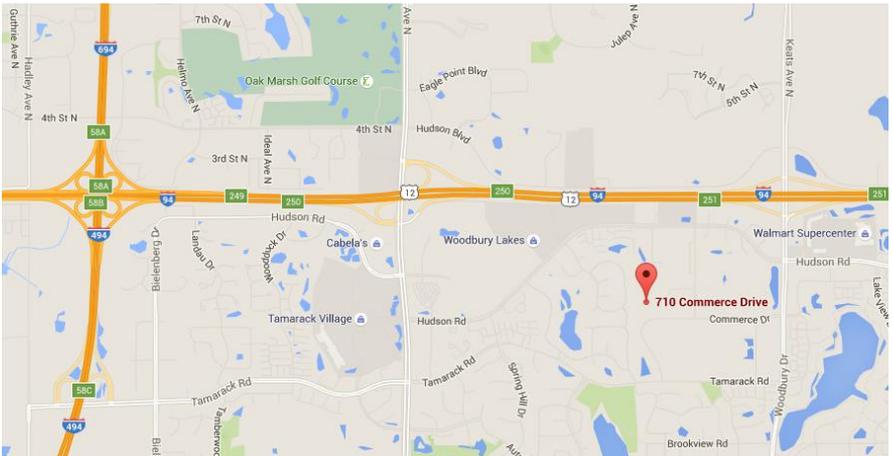
They say that travel is the only thing you can buy that makes you richer. There's an inherent truth to that. Because the more you travel, the more you experience different people and unique cultures, the more enriched you become.

TRAVEL LEADERS ACADEMY Your Passport to a New Career

TAKE THE FIRST STEP TO AN EXCITING NEW CAREER ...

CONTACT US TODAY!

Located inside of Travel Leaders in Woodbury, MN; Travel Leaders Academy is conveniently located just off Highway 94, near Dorothy Ann Bakery, 2 blocks west of Sam's Club.



Travel Leaders Academy
710 Commerce Drive, Suite 160
Woodbury, MN 55125

Phone: (651) 789-7870

Email: Academy@tvllleaders.com

Web: www.tvllleaders.com/academy