

**The Franklin County
Tourism Ambassador
Program is**

a multi-faceted program that serves to increase tourism by inspiring front-line employees and volunteers to turn every visitor encounter into a positive experience.

When visitors have a positive experience they are more likely to return in the future and also share their experience with others.

Everyone benefits – the visitor, the industry, the local economy, and most importantly, the front-line worker.

**FRANKLIN COUNTY TOURISM
AMBASSADOR PROGRAM**

Franklin County Visitors Bureau - 11/30 Visitors Center
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PROGRAM INFORMATION



As an Accredited Provider, the Franklin County Visitors Bureau presents the official CTA designation on behalf of the Tourism Ambassador Institute®, the oversight body for the certification program.



THE POWER OF THE BRAND IS YOU

WHY CHOOSE THE FRANKLIN COUNTY TOURISM AMBASSADOR PROGRAM?

FOR EMPLOYERS

Tourism is big business not only to large cities, but also to small communities in the United States and around the world. Visitors spend money attending to business, touring attractions, or learning about the history of the area. This infusion of “new money” into the local economy often holds local tax increases at bay and gives Franklin County extra money to enhance its infrastructure—making the destination more appealing over time. As a result, destinations spend lots of money courting convention and leisure travelers.

But in reality, no amount of money will make up for the visitor having a bad experience, which negatively impacts Franklin County’s brand and overall image as a destination.

The Franklin County Tourism Ambassador Program teaches front-line employees and volunteers best practices and ensures that they understand their role in increasing tourism. FCTAP helps your front-line increase their knowledge of the region; provides answers to the variety of questions received from visitors; and gives your front-line a chance to meet one another, learn from each other’s experiences and celebrate together!

FOR EMPLOYEES & VOLUNTEERS

What separates the Franklin County Tourism Ambassador Program from other training programs is that it’s certification, not just training. Employees and volunteers who complete the program receive a credential and accompanying initials that can be used behind the person’s name to denote their commitment to their profession as a Certified Tourism Ambassador™ (e.g., Jim Smith, CTA). The CTA logo may also be used on your website and business cards/communications with approval.



WHAT’S IN IT FOR YOU?

- Provides a meaningful credential
- Increased business, higher tips
- Builds valuable workforce development skills
- Career advancement
- Networking opportunities
- Receive regular advice & updates
- Rewards and incentives



By becoming a Certified Tourism Ambassador™ you’ll have the tools and knowledge necessary to create a more memorable visitor experience and you’ll reap the benefits. Being a CTA is a great achievement.



GET CERTIFIED

PROGRAM CURRICULUM

Module 1: The Power of Tourism

Module 2: Discovering Franklin County

Module 3: Knowing, Finding, Using Resources

Module 4: Exceeding Customer Expectations

The curriculum is delivered through reading assignments and in-class participation.

FOR EMPLOYEES & VOLUNTEERS

Every certification program requires successful completion of a core curriculum. The following recaps the requirements to earn the CTA designation:

- Complete required reading
- Attend half-day classroom session
- Complete learning assignments
- Complete open-book examination

Upon successful completion, participants will earn the Certified Tourism Ambassador™ designation and receive a CTA certificate and lapel pin. An annual renewal process of certification is also necessary to maintain your certification.

COST

There is a one-time non-refundable, non-transferable application fee of \$25 per person and an annual renewal fee of \$15 person.

Access the class schedule and additional information online at ExploreFranklinCountyPA.com/CTA or CTANetwork.com

THE
VISION

Franklin County tourism leaders have partnered to unite our front-line tourism representatives not only to serve our current visitors, but also to prepare for the future. This program demonstrates our dedication to promoting our destination as one of the best, with a high level of commitment to our visitors.