



Agenda Item: Presentation and Discussion on Certified Tourism Ambassador (CTA) Training for Students at Ball High School, Galveston College, and Texas A&M Galveston as well as local employers

Background: The Certified Tourism Ambassador (CTA) certification has been offered in Galveston since 2014. The professionally designed curriculum is grounded in adult learning theory and solid learning objectives. Certification is delivered through successful completion of pre-class reading assignments (approximately 200 pages), exercises, and classroom participation, followed by an open-book exam. The learning material covers the essential elements of tourism, regional attributes/attractions, resources, and a customer service refresher in four in-depth modules.

Providing opportunities for local students and employees to receive this training improves service delivery for both residents and visitors. It also supports the Tourism Development Advisory Committee (TDAC) 2021-22 Tourism Action Plan which includes cultivating and growing the CTA program.