



**JUNE 13-18, 2010**

**TEXAS STATE UNIVERSITY**

**SAN MARCOS, TEXAS**

**Be a part of the inaugural class of the Travel & Tourism College.**

Tourism professionals from across the Southwest will convene for one week on the campus of Texas State University for an intensive curriculum of tourism marketing

courses. This is designed as a 3-year program, with returning students taking 2nd and 3rd year classes in consecutive years. Our instructors include professors who are noted experts in their field, as well as experienced industry professionals who bring a wealth of knowledge and expertise to the classroom. The schedule is packed from start to finish with classes, discussion groups and networking events for a truly exceptional educational experience!

---

**Sample topics to be covered in coursework:**

- Social Media
- Marketing and Advertising
- Hospitality Excellence
- Branding for Communities and Organizations
- Travel Packaging for Success
- Trends in Travel and Tourism
- Government and Community Relationships and Partnerships
- Group Tour Marketing
- Public Relations
- Successful Selling
- Press Tours
- Research
- Inquiries: Fulfillment, Conversions & Databases
- Measuring Economic Impact
- Grants and Partnerships for Tourism Development
- Brochures and Collateral Material

**Who should attend?**

Any person involved in travel, tourism, hospitality, recreation or a related field who wants to get better at what they do and improve their potential for career advancement. Whether you have been in the job for a week or several years, the Travel & Tourism College is a great way to begin or strengthen your knowledge of sales, marketing, communications and related subjects.

**(See Reverse for Registration Details)**



# TRAVEL & TOURISM COLLEGE

## SCHEDULE OVERVIEW (Subject to change)

Sunday	Registration from 3pm-5pm	Opening reception/dinner from 6-8pm
Monday	Class from 8am-5pm	Evening event/dinner from 6:30-8pm
Tuesday	Class from 8am-5pm	Free evening, dinner on your own
Wednesday	Class from 8am-noon	Free afternoon and evening, dinner on your own
Thursday	Class from 8am-5pm	Evening event/dinner from 6:30-8pm
Friday	Class from 8am-noon	Closing ceremonies/photos

The free afternoons and evenings will allow registrants to visit local restaurants, shopping and attractions on their own. Attendees will receive a coupon booklet for shopping at Prime Outlets – San Marcos, and will also have access to deeply discounted tickets for SeaWorld San Antonio, Six Flags Fiesta Texas, Natural Bridge Caverns and more.

**A registration packet with course titles, speakers and a detailed schedule will be available soon. Register now to receive the earlybird rate, or check “I’m interested” to receive further information.**

## CONTACT INFORMATION

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

- Register me now** (complete sections below)       **I’m interested**, please send me more information.

## TUITION

**Register by April 16, 2010 to receive the earlybird rate.** Tuition includes books and materials, a private bedroom in a dormitory quad-suite, breakfast and lunch in the campus dining hall, and dinner on nights with evening events.

- \$850** - if registering by April 16, 2010       **\$950** – if registering after April 16, 2010
- If staying off-campus, check here and subtract \$150 from the rate above = Total \_\_\_\_\_  
*If you choose this option, you will be responsible for obtaining your own housing during the conference, however meals are still included. We can provide a list of area hotels upon request.*

## PAYMENT:

**Check enclosed:** Check # \_\_\_\_\_

**Send me an invoice.**       **Pay by credit card:**     VISA     MASTERCARD     AMERICAN EXPRESS

Card Number: \_\_\_\_\_

V-code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_