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FOR IMMEDIATE RELEASE

TTIA'S Travel & Tourism College – a Week-Long, Successful Learning Experience for More Than 100 Tourism Professionals

(Austin, TX), Tuesday, June 21, 2011 – More than 100 tourism professionals from Texas and the southwest United States convened on the campus of Texas State University in San Marcos last week for the Texas Travel Industry Association's annual **Travel & Tourism College (TTC)**.

Now in its second year, TTC held first-year (Freshman) and second-year (Sophomore) level classes as part of the broad-based, intensive curriculum of courses designed to teach marketing techniques from all facets of the tourism industry. Courses on conducting usable research, creating lasting events, handling crisis communications, managing visitor experiences, and engineering exceptional experiences were taught by experienced industry professionals from across the U.S.

"TTIA's Travel & Tourism College is a great opportunity for tourism professionals to learn, create a professional network and stay connected to the latest trends and opportunities in the Industry," said Joe Veneto, The Opportunity Guy and TTC Instructor.

"Travel & Tourism College is an absolutely fantastic event – great for networking, great for education," said Susan Sweeney, Best-selling Author, Internet Marketing Specialist and TTC Internet Marketing Instructor.

Students attending this year included 46 returning Sophomores and 58 incoming Freshmen from such diverse tourism industry sectors as convention & visitors bureaus, attractions, airlines, accommodations, city and state governments, and media outlets.

"The opportunity for industry professionals to step away from the daily routine and get current information on such a wide variety of topics is a huge benefit to them and their organizations," said Paul Serff, President Emeritus, TTIA and founder of Travel & Tourism College. "The energy in the sessions is amazing."

While the schedule was filled with information-packed classes, TTC also incorporated discussion groups, networking opportunities, and a bit of free time for students to visit and enjoy the attractions offered in the San Marcos area, including the largest outlet shopping complex in the U.S., the underwater world of Aquarena Springs, and the earthquake-formed cave at Wonder World Park.

“If there is only one educational opportunity that you can attend, I would definitely make it the Travel & Tourism College,” said Edith Fischer, TTC Sophomore and Tourism Director, Brazosport Convention & Visitors Council.

Students who complete three years of study at the Travel & Tourism College, plus complete a special project based on information learned, will receive recognition as a **Certified Tourism Executive (CTE)**.

The Texas Travel Industry Association (TTIA) will begin accepting applications for the 2012 classes of the Travel & Tourism College beginning in late fall. For more information on Travel & Tourism College or any TTIA program, call 512-328-8842 or visit www.ttia.org.

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Hi-resolution photos available upon request. Contact janicel@ttia.org.

TTIA is a non-profit organization made up of businesses, organizations, associations and individuals dedicated to developing Texas tourism to its fullest potential. TTIA's mission is to unify and develop industry leadership that will support and influence the growth of Texas travel and tourism. For more information about the Texas Travel Industry Association, visit www.ttia.org or contact the office in Austin at (512) 328-8842.

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