

# GTTP

**THE GLOBAL TRAVEL & TOURISM PARTNERSHIP**

A BUSINESS AND EDUCATION ALLIANCE

Inspiring and enabling  
young people to build  
careers in Travel &  
Tourism.

[www.gttp.org](http://www.gttp.org)



# About GTTP

- Industry philanthropic initiative to introduce students to career opportunities in Travel and Tourism via educational curricula, work experience and teacher training
- Mission: to inspire and enable young people to build careers in Travel & Tourism
- Programs raise awareness of Travel & Tourism the world's largest and fastest growing industry as a force for good (economics and peace)

## About GTTP

- 640,000+ public secondary school students per year and more than 2 million students (past and current) since program launched in 1996
- Current participating countries: Brazil, Canada, China, Hong Kong, Hungary, India, Ireland, Jamaica, Kenya, Philippines, Russia, South Africa, Tanzania, United Kingdom (USA is an affiliate)
- Special focus on underserved communities and youth

# GTTP Community

- 11 leading global industry players form the GTTP Advisory Board: Amadeus, American Express, CWT, dnata, Enterprise Holdings, Eurostar, Hertz, HRG, KDS, Marriott, Travelport
- 2,000 local businesses
- 5,000+ public schools & vocational colleges
- Local and national tourism & education ministries

AMADEUS



  
CARLSON FAMILY FOUNDATION

CarlsonWagonlitTravel

HRG

dnata

ENTERPRISE HOLDINGS.  
The Enterprise Holdings logo, showing the words "Alamo", "Enterprise", and "National" stacked vertically in white on a blue background.

  
EUROSTAR™

  
Hertz

  
KDS  
simple, mobile, smart

  
Marriott  
INTERNATIONAL

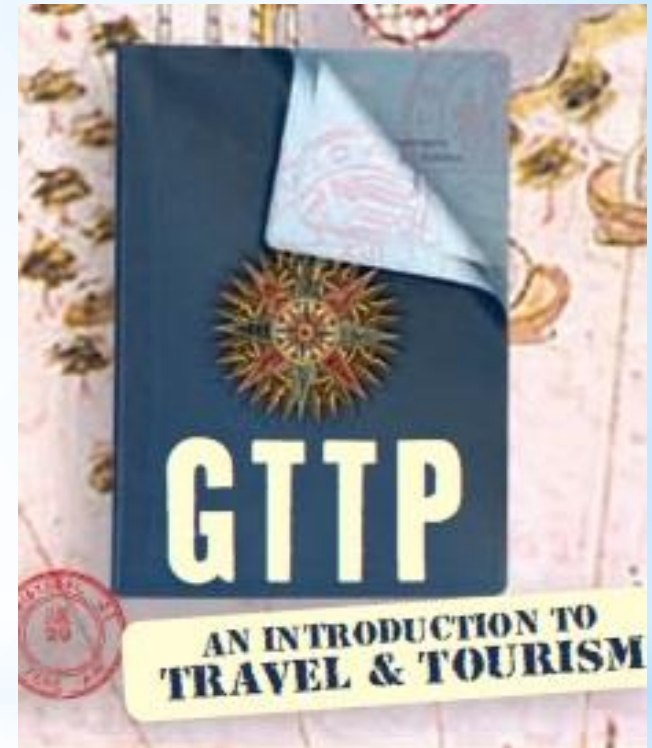
  
Travelport  
Redefining travel commerce

# Why companies support the GTTP

- Be part of a successful industry philanthropic initiative and give back to the communities in which they operate
- Have hands-on local CSR opportunities for employees
- Educate future employees and address developing nations' human infrastructure needs
- Provide life-changing educational opportunities for students (especially those who “need and deserve” them)
- Develop effective in-country partnerships with national/local companies and with tourism and education authorities

# GTTP – Passport To The World Curriculum

- A global course to introduce students to the industry.
- Developed by experienced Travel & Tourism faculty and reviewed by industry to ensure relevance.
- Updated industry-relevant content.
- Each member country has its own educational rules and requirements, but Passport is officially approved for schools by the government.
- Taught over one or two semesters



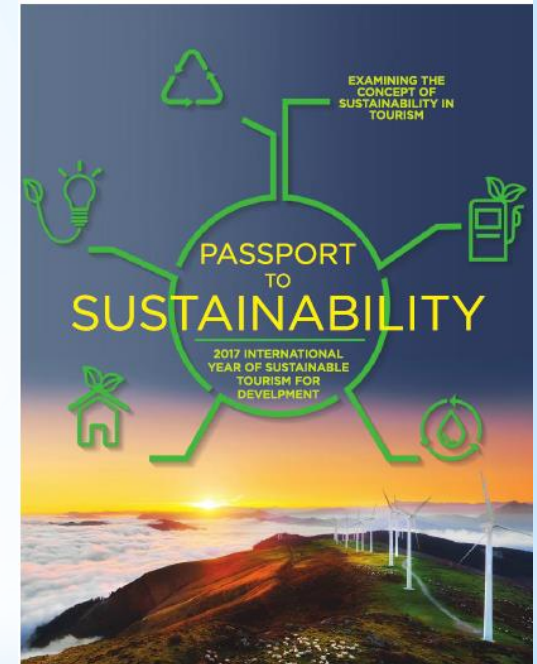


# GTTP – Passport To Sustainability Curriculum

Developed in collaboration with UNWTO

Applies to:

- Sustainable destinations
- Sustainable transport
- Sustainable accommodation
- Sustainable food
- Sustainable activities & entertainment
- Online Sustainability Competition about best practices



# Student testimonial

I was a 17 year old girl who never thought she could be something. Now thanks to GTTP, I know I can be somebody and work in this great industry.

- *Pearl (a student from South Africa)*

I was pleasantly surprised to learn how versatile tourism can be and how interestingly it can be taught. Participation in the competition helped seeing ordinary things at a completely different unexpected angle.

- *Bulat Sultanbekov. Kazan*

You have allowed us students to see the real world application of what we have learnt...and afforded us the opportunity to make lifelong friends from all over the world.

- *Janielle Lyn, Jamaica*

We develop our research skills, analytical skills, and communications skills, all of which are essential for our successful career in Travel & Tourism. Without GTTP's and GTTP Global Partners' continuous, all-rounded generous support, we would not have the opportunity to widen our horizon.

- *Jingxian Mei & Kai Li, China*





**Annual Student/Teacher Conference**

**UK**

**Hungary**



**Hong Kong**



**South Africa**

**Tanzania**



**Russia**



**China**



**Kenya**

**Philippines**

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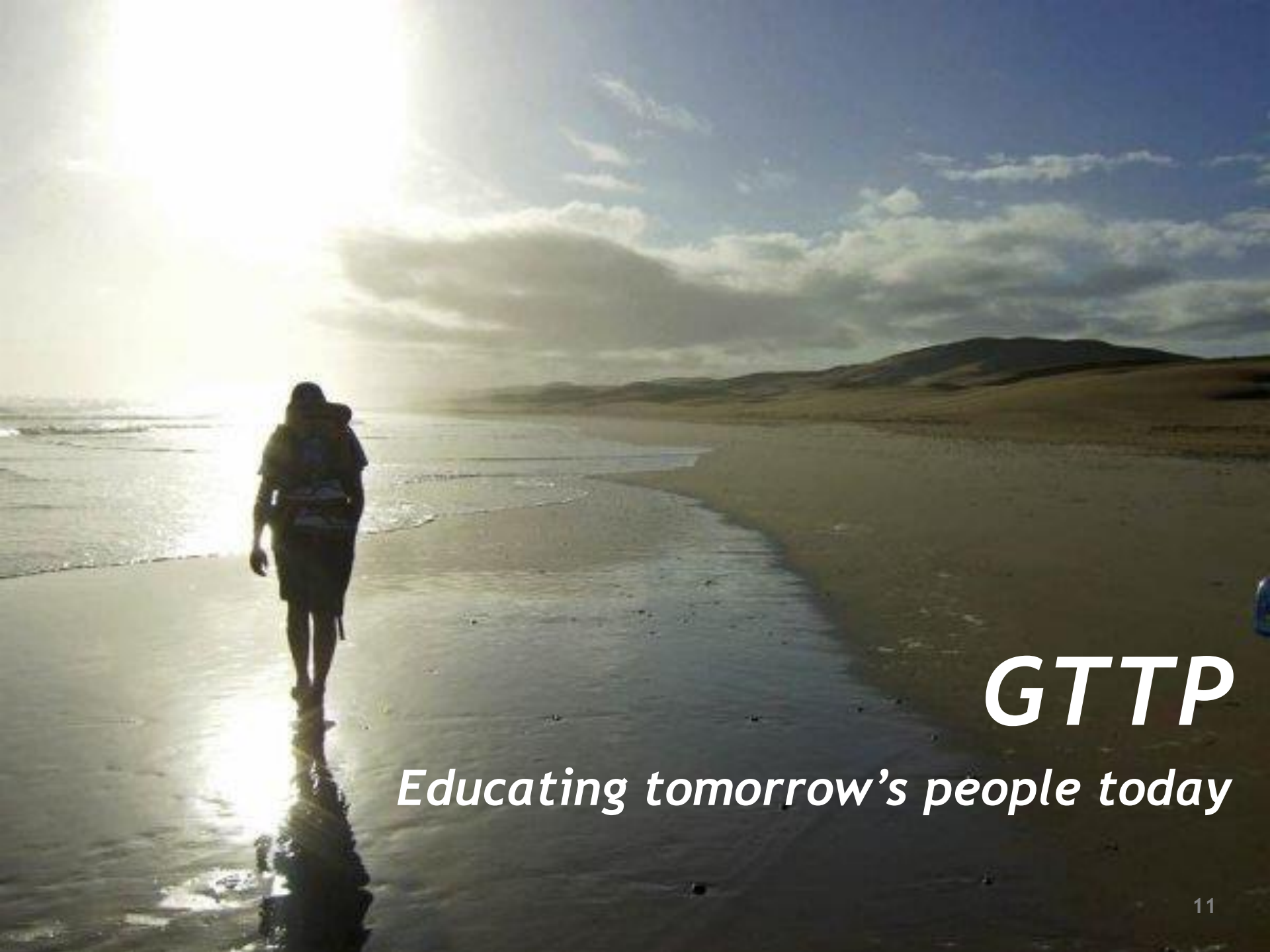


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***GTTP***

***Educating tomorrow's people today***