ITMI

International Tour Management Institute

The premier institute for tour and travel professionals since 1976.

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APPROVAL DISCLOSURE STATEMENT

The International Tour Management Institute, Inc., (ITMI) a private institution at 625 Market Street, Suite 810, San Francisco, CA 94105 was granted institutional approval from the California Bureau for Private Postsecondary Education (BPPE). This approval means that the institution and its operation comply with the standards established under the law for occupational instruction by the Bureau for Private Postsecondary Educational. Institutional approval must be reapproved every five years and is subject to continuing review. Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education, 2535 Capitol Oaks Drive, Suite 400, Sacramento, CA 95833, toll free at (888) 370-7589, by fax (916) 263-1897 or at www.bppe.ca.gov. As a prospective student you are encouraged to review this catalog prior to signing an enrollment agreement. You are also encouraged to review the International Tour Management Institute School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement. Approved are the courses: Tour Guide Training for a total of 53 hours; Tour Director / Manager Training for a total of 72 hours.

Instruction is in residence and the field with class size up to 28 students. A diploma is awarded for successful completion of total course. This Institution has been approved for educational grants from the California Department of Rehabilitation. Prospective enrollees are encouraged to visit the physical facilities of the school and to discuss educational and occupational plans with school personnel prior to enrollment or signing enrollment agreements. A student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education, by calling (888) 370-7589 toll-free or by completing a complaint form, which can be obtained on the bureau's internet website www.bppe.ca.gov. Persons seeking to resolve problems or complaints should first contact the instructor in charge. Requests for further action may be made to the International Tour Management Institute Administrative Headquarters. Unresolved complaints may be directed to the Bureau for Private Postsecondary Education, 2535 Capitol Oaks Drive, Suite 400, Sacramento, CA 95833, (916) 431-6959. The International Tour Management Institute does not have a pending petition in bankruptcy, nor is it operating as a debtor in posession and has not filed a petition within the preceding five years, and has not ever had a petition in bankruptcy filed against it in Chapter 11 of the United States of America Bankruptcy Code. A+ BBB Rating since 1976.

All information in the content of this school catalog is current and is so certified as true;
Ted Bravos, CTP
Co-Founder and CEO
Applicability January 1, 2014 through December 31, 2014

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About Us

The International Tour Management Institute, Inc. was established in San Francisco in 1976. It is the first certified school in the United States designed specifically to train professional Tour Directors and Guides. The instructors are all active professionals with years of experience conducting tours throughout North America and around the world.

The objective of ITMI is to provide professional training of the principles and ethics of tour management. This cannot be done in classroom studies alone. Emphasis is on supervised practical "hands on" field experience in all phases of training. Almost half of our training program is conducted in the field on actual tours aboard chartered motorcoaches – you learn by doing.

The ITMI Cornerstone of Commitment to You

Education – receive individual mentoring and coaching from experienced role models who are all active tour directors. The ITMI faculty provides you real world, hands-on, practical application in both the classroom and in the field. You will learn everything you need to know to become a successful tour director or guide.

Partnership over 8,000 alumni have built our reputation. Your success is our success. Our partnership with you extends for the life of your career and far beyond our job placement assistance.

Community – Join the world's largest community of professional tour directors and guides by attending our annual ITMI Symposium & Reunion, liking us on Facebook, following us on Twitter and connecting on LinkedIn. And we will see you on the road!

ITMI Mission and Philosophy

Mission:

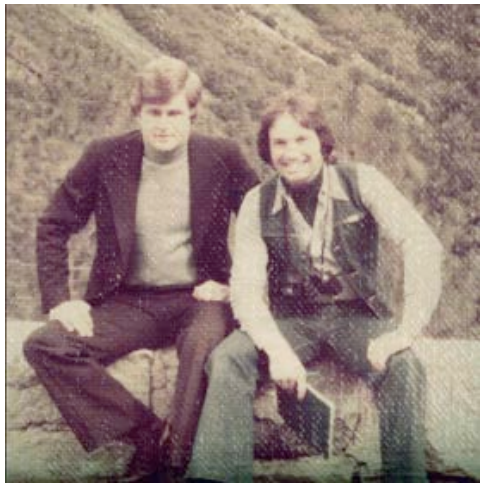
To inspire students to empower their fellow travelers to become better informed world citizens and ambassadors of good will.

ITMI is for individuals who dream of exploring the world and who desire to make a positive impact by sharing their passion for travel and to build bridges of understanding between people from around the globe. Tour directors and guides have a unique opportunity to become ambassadors of goodwill and to demonstrate respect for other cultures, traditions and for the sustainability of the environment.

ITMI continually strives to expand its reach within the tourism industry and beyond, to support initiatives that address the environmental and humanitarian challenges of our time. Each person, who is inspired to make a difference in the world, can become a powerful instrument of peace and transformation.

To leave footprints of understanding and good will throughout the world.

The ITMI History and Co-Founders



Ted Bravos, CTP, co-founder and director of the International Tour Management Institute is an industry pioneer, who helped to develop the first state-approved school in the United States designed specifically to train tour directors and guides. When he is not filling his role as primary instructor, he remains active as a tour director, and has led thousands of people to all parts of the world. After obtaining a Bachelor of Science degree in Biology from California Polytechnic University, he served as a Captain in the United States Marine Corps. Since 1970, he has been employed as a tour director and consultant for some of the most distinguished tour companies in the world. A respected thought leader and expert in travel and tourism; he has been a frequent speaker at industry events and been a guest on countless television and radio travel programs. He also co-hosted a national TV Pilot on travel called “Great Escapes” produced by Metromedia in Hollywood.

William Newton, Ph.D., co-founder of ITMI, worked in the field of travel since 1962. His experience included: travel agent, group tour planner-consultant, motor coach operator, guide, driver-guide, and tour director. For years he organized and led tours to Alaska, the Yukon and the Northwest Territories. Internationally, his specialties included Russia, Eastern Europe and South America. He wrote numerous articles on tour directing and about legal issues affecting the tour industry. He was a nationally recognized lecturer on and conducted seminars at nine National Tour Association Conventions. Dr. Newton held an MA. degree in Sociology from U.C. Santa Barbara and a Ph.D. in Higher Education from U.C. Berkeley. Sadly, in 2002, Bill passed away doing what he loved, touring in South America.

ITMI Code Of Ethics

The ITMI Code of Ethics was created to establish general guidelines for those stepping into the role of a Professional Tour Director or Guide.

As a student and subsequent graduate of ITMI, we will ask each ITMI graduate to follow these (see below) “rules of the road” while they journey across the globe as Ambassadors of Goodwill for the lifetime their career.

Pursue excellence in all areas of the tour directing and guiding profession.

Help to enhance the image of tour directors and guides through exemplary personal comportment, integrity, honesty, and professionalism.

Familiarize myself with the policies and procedures of tour companies for which I work and agree to adhere to those guidelines to the best of my abilities.

Respect the proprietary relationship of tour companies with their clients by not making contact with a company’s clients before or after an assignment or soliciting them for any business purpose except as permitted by that company.

Endeavor to present companies for which I work in the best possible light to tour clients, suppliers and the general public.

Agree not to cancel any guaranteed tour assignments except in the cases of illness or emergency unless given a release by the company providing the work. If cancellation of services is necessary, I will give the company as much notice as possible and will offer assistance in finding a suitable replacement.

Assist other tour directors and guides in the field even if they are not ITMI certified alumni.

Show professional courtesy to other tour directors and guides by refraining from making negative comments about them or their tour companies to clients, suppliers and the general public.

Discuss with colleagues any breach of conduct by another Tour Director or suppliers in a tactful, diplomatic and professional manner.

Guard against prejudice and always present a fair and balanced picture.

Strive to be an Ambassador of Good Will by helping tour clients to better understand the history, cultures, customs and values of people around the world.

Assist ITMI in creating awareness within the tour industry and the general public of this Code of Ethics for Tour Directors and Guides.

State Approved Program

State & Federal Program Licenses

ITMI is approved by the California State Bureau of Private Postsecondary Education. This approval is required by the California state law to train people in a professional vocation. The institute has been approved by the State Bureau for almost four decades. The approval means that we comply with California state standards of consistent quality of instruction and fairness in grades and assures binding terms to enrollment agreement between the student and the Institute. Our school code is 3800591. The state Bureau serves as an assurance of student’s rights. See section on Students Rights. Graduating from a state-approved vocational training program has many benefits for the student and may positively affect employment opportunities as a tour guide or tour director.

ITMI is not accredited by any other agency.

Federal Licenses

ITMI Training programs are not recognized by the U.S. Department of Education, therefore students are not eligible for federal financial aid.

Student Review

As a prospective student, you are encouraged to review this catalog and website prior to completing an application or signing an enrollment agreement. Please review the School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement.

Faculty & Staff

All Faculty Members at the Institute are ITMI Certified. All faculty are required to continue learning in their field with current and up to date industry standards and trends. For a full list of the Instructors, Faculty and Staff please visit link: http://itmitourtraining.com/faculty-staff/

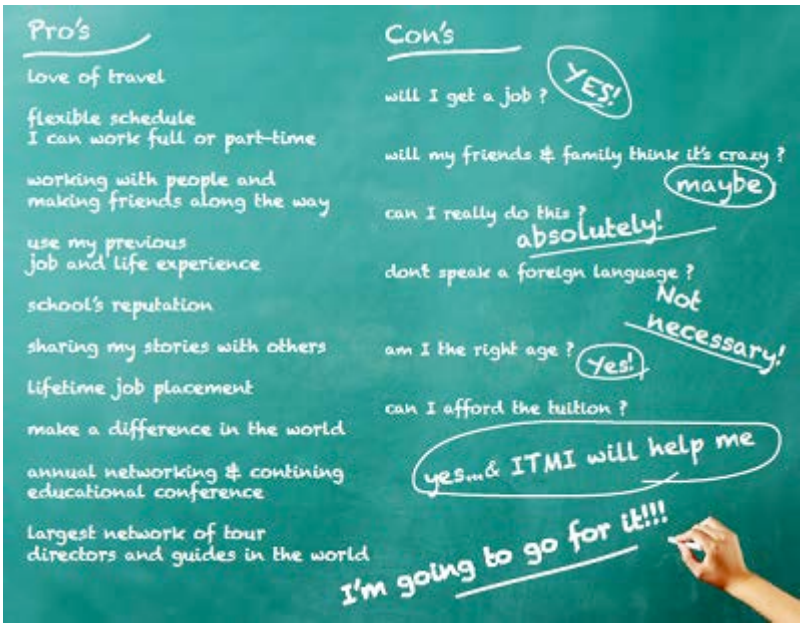
Faculty & Staff	Title	Years of Experience
Ted Bravos	President / CEO	45 years
Joan Keddell	Executive Vice President	36 years
Randy Hellrung	Director Operations / Graduate Counselor	37 years
Annemarie Osborne	Vice President Marketing	5 years
Amy Noble	Special Projects Coordinator / Instructor	16 years
Joanne Connors	Senior Instructor / Graduate Counselor	28 years
Mark Kasulen	Instructor / Graduate Counselor	10 years
Diane Ring	Instructor / Graduate Counselor	37 years
Miriam Meidam	Instructor / Graduate Counselor	25 years
Sandi Wentzel	Instructor / Graduate Counselor	7 years
Korey Amrine	Instructor / Graduate Counselor	13 years
Brad Wentzel	Instructor / Motorcoach Operator Custom Trainer	20 years
Reggie Laroche	Instructor / Graduate Counselor	13 years
Mark Roberts	Instructor / Graduate Counselor	4 years

Is Tour Directing for You?

Tour directing is a dynamic career that calls for strong personal attributes. Out of the large number of applicants that apply to ITMI, only a select few (20-28 students per class) are invited to attend our personalized training program. While these students come from diverse backgrounds and have varying skills and talents, they all have the following things in common:

- They like people
- Have excellent communication skills
- Are bored by routine
- Love to travel; experience new adventures
- Have a strong sense of independence
- Are creative and flexible
- Can "take charge" and be responsible
- Possess a good measure of "common sense"
- Are just plain fun to be around
- Want to make a difference in the world

The most successful applicants are those who exhibit maturity, possess a genuine interest and skill in working with groups of people and enjoy traveling.



The goal of the International Tour Management Institute is to provide you with the tools and individual direction you need to succeed in this rewarding career.

A Career on Your Terms

Are There Many Jobs Available?

Travel plays a critical role in the world's economy. In the aftermath of what was called the Great Recession of our time, the travel industry has stepped forward as one of the key drivers of the American economy, a leading employer in communities across the U.S. and around the world. The tour and travel industry is a highly efficient revenue generator for state and local governments.

Although the travel industry is not immune to today's economy, when compared to other industries, it has continued to grow. Years ago, travel was considered a luxury – today it's almost a necessity of life. Increasingly people have more leisure time and money to travel, and they are spending billions of dollars to visit new places. It's safe to say that Tour Directors will not be replaced by computers!

According to the National Tour Association and Travel Trade Magazine, group tours are becoming more popular than ever, especially motorcoach tours of North America. People are still curious about the world, but many want to see America first.

Today most tour companies realize that the single most important element of a successful group tour is the Tour Director. Because of this, they are always on the lookout for quality Tour Directors to conduct their programs. They need creative individuals who like to work with people, enjoy traveling and want a new challenge; people they can trust with responsibility of professionally providing the service and standards required by the client and company. Globus and Tauck, two of the most prestigious tour operators in the world, have employed hundreds of our graduates as Tour Directors.

Some of the over one thousand tour companies who have employed ITMI graduates read like Who's Who in the travel industry: Aberkrombie & Kent, Adventures by Disney, AFC Vacations, Allied Tpro, ATI, APT, Brennan Vacations, Caravan, Carlson Marketing Group, Collette, Contiki, Cruise West, Destination America, EF Explore America, Gadabout, Globus Family of Brands, Go West Tours, Grand Circle, Gerber, HE Travel, Holland America - Princess, Holiday Vacations, Insight Vacations, Mauiva, Maritz, Mayflower, McGettigan, National Geographic Expeditions, New Directions, New Horizon, NewMarket, Paragon, Premier World Discovery, Peak Advetures & Tours, Rick Steves Europe, Saga, SEI Meetings & Incentives, SITA World Tours, Streamlinevents, Smithsonian, Sugar Tours, Tauck, Titan, Thomas Gohagen, Trafalgar, Travcoa, Travelsphere, Trek America, Trump Tours, Vantage, Wolfe Advetures & Tours, YMT Vacations, WorldStrides.

Some of our graduates actually pay for the entire ITMI training program with the money earned from two weeks of touring!

Part Time or Full Time Employment

One of the attractive features about Tour Directing is that it may actually complement your existing profession and become an integrated career. At ITMI we have found that over the years, many of our graduates have actually preferred to work on a part-time basis even after attaining full-time status.

It is possible to work on a part-time basis with a number of different tour companies rather than a full time position. This means you can work as a Tour Director when your schedule permits, such as weekends or summer vacations.

Achieving full-time employment as a Tour Director does not usually happen overnight. As in other professions, it can take a number of years to become established in the field; however, this depends on the individual. Although experience is important, more tour companies are recognizing the value of professional training and hire Tour Directors on their ability and not their tenure.

If you are a college student, teacher, travel agent, secretary, homemaker, retired or work on a freelance or temporary basis, becoming a Tour Director may provide you the best of both worlds. The keynote is flexibility.

The ITMI Difference

Career Counseling

Even if you are not in the tour and travel industry already the ITMI team is committed to your success, before and after graduation. A personal Career Counseling interview is conducted prior to acceptance to evaluate your aptitude for Tour Management. Since the student-teacher ratio is 10 to 1, individual attention and guidance is given throughout the training. The Institute will assist you in preparing your résumé and cover letter and will instruct you on interview techniques. After successful completion of the course, a follow-up interview will be conducted to discuss your overall performance in the course, your career goals in Tour Management and recommendations on how to attain those goals.

Lifetime Placement Assistance

A unique factor about employment opportunities in Tour Guiding / Management is that you are not limited to working for local tour companies only, but instead have diverse opportunities to work for national and international companies throughout the world without relocating your home base.

The major tour companies maintain direct and personal contact with the International Tour Management Institute for professionally trained Tour Directors and Guides and the Institute refers graduates to these companies. Promise of such assistance should not be construed as a guarantee of employment. Although the Institute provides the names, addresses and a contact person for hundreds of Tour Companies, it is during the follow up interview that the Institute Instructors target new graduates towards specific companies and individuals to pursue job opportunities.

Periodic updates are sent to all graduates keeping them posted on the latest job opportunities. Graduates have also developed a network for employment through close association with each other.

Method of Instruction

Classes are limited to 28 students and are conducted seminar style to allow maximum class participation.

All instruction is given in English. No ESL instruction is offered. The method of instruction is "team teaching". There will be at least two primary instructors in each class. This will enable you to become personally acquainted with your instructors and enable you to work with them on an individual basis. Due to the unique nature of the course, no credit for previous experience will be granted.

Testimonials

THANK YOU for all your time and effort to make this happen for future military spouses who decide to go through the ITMI program!! I wanted nothing more than to make good use of the time and make myself better while my husband has been deployed in Afghanistan this year. After months of reflection, I knew taking this step to become certified in tour management was the right one. It has changed my life and will no doubt have many positive effects on my life and my marriage to a military man. Again, thank you!! *Shannon M., 2012 Graduate*

It was a training of great economical value towards self-worthiness for a better future. Each day was a “gainful” experience of knowledge and worth every minute of what was taught. My educational experience from Bachelors to Doctorate could never match what I learned during the ITMI class and motor-coach training. *Joyce E., 2012 Graduate*

Not only did I receive expert training, coaching, and development, but ITMI helped me land the job of my dreams with the #1 Tour Operator. The Instructors are very personable and fun to learn from. I have taken a lot of knowledge from my training to apply to real world events. The training from ITMI is priceless. *Dale H., 1999 Graduate*

I attended ITMI in 1996 and that training changed my life! ITMI provides a comprehensive education and preparation for work in the tour and travel industry. The Instructors share extensive experience and knowledge of the industry in a way that is not only enjoyable, but also easy to retain the valuable lessons. I highly recommend ITMI as a true expert in tour management! *Connie C., 1996 Graduate*
ITMI continues to be a travel industry leader who provides valuable training in the travel/cruise industry. *Fritzi L., 2011 Graduate*

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Graduate Educational Opportunities

Throughout the year the Institute operates seven different, two-day field training trips in which graduates may participate at a reduced rate, in order to become more familiar with different touring destinations and fine tune their skills and destination knowledge.

The ITMI Annual Symposium & Reunion Advantage

Symposium is one-of-a-kind event in the world exclusively held for ITMI alumni annually for almost three decades. The Symposium is an investment in your personal and professional growth and development. You will gain valuable insights from expert speakers and benefit from informative, interactive panel discussions. Technology is changing rapidly, each year update yourself with our tech workshop that will provide you with the latest information about cutting-edge technology and how it can benefit you in the office and on the road. You will meet Tour Operators and Tour Directors in numerous social and professional networking environments. Marketplace roundtable job interviews provide the setting for both Tour Operators and Tour Directors to find the right match for employment opportunities. Symposium also helps you to expand your destination knowledge by offering complimentary pre/post sightseeing FAM tours.

Curriculum / Course Calendar

Curriculum

More than half of the instruction is done outside the classroom, in structured field training workshops. Because our motto is “learn by doing”, you will get “hands on” experience in the operation of actual tours and tour procedures during these field workshops. The cost of the field workshops including accommodations, transportation, admission fees, and two meals are included in the tuition.

The 15-day tour training program is divided into 2 levels. Level I tour guiding will teach you about local sightseeing, and receptive and incentive operations. Upon successful completion of Level I, you will be qualified to conduct local city sightseeing tours and have the skills necessary work with incentive and receptive tour operations. Successful completion of Level I will be a prerequisite for you to continue on to Level II tour directing/managing, which will teach you to conduct tours on a national and international scale by motorcoach, air, rail and cruise ship. Upon successful completion of Level II you will be qualified to conduct motorcoach tours across North America, international air tours to foreign destinations, and to conduct cruise and rail tours.

2014 Courses

Sessions are held daily from 10:00am to 6:00pm in the classroom or 9:00am – 5:00pm in the field for 15 full days.

San Francisco	February 10 – 24, 2014
San Francisco	March 17 – 31, 2014
San Francisco	April 28 – May 12, 2014
San Francisco	June 9 – 23, 2014
San Francisco	July 14 – 28, 2014
San Francisco	August 11 – 25, 2014
San Francsico	October 6 – 20, 2014
San Francisco	December 1 – 15, 2014

2015 Courses

Sessions are held daily from 10:00am to 6:00pm in the classroom or 9:00am – 5:00pm in the field for 15 full days.

San Francisco	February 9 – 23, 2015
San Francisco	March 16 – 30, 2015
San Francisco	April 20 – May 4, 2015
San Francisco	June 1 – 15, 2015
San Francisco	July 13 – 27, 2015
San Francisco	August 17 – 31, 2015
San Francisco	October 5 – 19, 2015
San Francisco	November 30 – 14, 2015

Training Level I – Tour Guide Training

(4 hours) INTRODUCTION / DEFINING WHO'S WHO IN THE TRAVEL / TOUR INDUSTRY:
Student's/ Instructor's Course Objectives/ Requirements; companies involved; what "Product" do they provide; where the tour guide / tour director fit in; service providers: Role Clarifications / Relationship; Code of Ethics.

(7 hours) LOCAL / CITY SIGHTSEEING:
Initial preparation; principles applied to any area, finding points of interest, map reading, routing / time schedules, commentary / research, reference materials, tips on description, on-tour operation / conduct, public speaking, Ethics.

(9 hours) FIELD WORKSHOP:
Practical application of principles taught in local / city sightseeing utilizing a Motorcoach.

(3 hours) PEOPLE / SITUATION HANDLING:
Interaction / communications skills; understanding human behavior; problem solving; Understanding why people go on tours; "Satisfiers / Dissatisfiers" chart.

(4 hours) DAY-TO-DAY PROBLEMS / SKILL TRAINING:
Problem solving techniques; Resolving conflicts; Handling illness, accidents, and other emergencies; Résumé preparation.

(7 hours) FIELD WORKSHOP:
Half day "on site" training at an international airport; Visit a group check-in area, luggage handling, learn "meet & greet" operations; tour Customs / Immigration area; learn to expedite group clearance; Half day "on site" training aboard a cruise ship (if in port) embarkation and disembarkation procedures; cruise staff; facilities and role aboard ship.

(3 hrs) RECEPTIVE/INCENTIVE TOUR OPERATIONS:
Similarities / Differences to Local Sightseeing / Domestic / International Operations; Types of Functions / Groups Handles / Services Provided; Seminars / Conventions / Incentive Programs.

(3 hrs) RESUME CONSULTATION/EDITING:

(10 hours) FIELD WORKSHOP:
One day practical application aboard a motorcoach; microphone techniques, giving directions, commentary on City Tour; Individual Student Evaluations with the Institute Directors after Field Workshop.

(3 hours) COUNSELING AND STUDENT EVALUATION

Training Level II – Tour Director / Manager Training

(10 hours) DOMESTIC MOTORCOACH:
Pretrip planning and preparation, Tour Brochure, Reviewing File, Confirmations and changes, Tour client information and requests, Expense breakdown, Collection of Tour supplies, Developing a "mental picture" of the tour, the "working itinerary", Professional briefing, Commentary and routing materials, A "typical day, Rest stops, Lunch stops, Picture stops and other Sightseeing; Map reading, Computing time and Distance, Hotel check-in / check-out procedures; Seating chart / rotation, role of the motorcoach operator.

(6 hours) INTERNATIONAL AND DOMESTIC AIR TOURS:
Pretrip duties / preparation / documents, Departure day, Group check-in, Passport / visas, Duties aboard the aircraft, Jet lag, Customs and Immigration, Group clearance, Airline delays, Involuntary rerouting, Meeting the local guide, Airport to hotel, "enroute briefing", Role / duties in Foreign countries, Reconfirming ongoing flights, Language barriers, Diet, Emergencies, Shopping, Commissions / ethics, Selling optional sightseeing, Tour conclusion.

(36 hours) OVERNIGHT FIELD WORKSHOP:
Specially designed overnight tour allows students to apply the principles taught in Domestic Motorcoach classes, Review tour documents and observe group check in and boarding procedures, seat rotation, group orientation, rest stops, lunch stops, picture stops, safety procedures aboard the coach, bus driver / tour client interaction, paying for services, hotel check-in / check-out procedures. The student will learn how to present commentary that is both interesting and entertaining from observing the instructor and student "role models".

(4 hours) CRUISE AND RAIL TOURS:
Human Trafficking Awareness Training, Nature of similarities / differences of cruise and rail operations from air tours and motorcoach tours; Pretrip preparation: Embarkation, enroute role; variety of facilities historical background of rail travel, intermodal tour programs; working effectively with cruise ship and rail personnel.

(6 hours) SKILL TRAINING:
The importance of the first 24-48 hours; Group cohesiveness, Orientation of tour procedures, Smoking policies, Gratuities, "Get Acquainted" cocktail party / dinner, Expense reports and accounting procedures, Service providers, Emergencies, Luggage handling / locating, Resume Preparation, Packing / dress code, Income taxes, Interview techniques

(4 hours) INTERNATIONAL TOUR BRIEFING:
Five minute oral presentation of a foreign destination thatthe student has never visited using techniques and procedures previously discussed in class.

(3 hours) INDIVIDUAL STUDENT EVALUATION:
Student evaluations, discussion of career plans and companies to contact.

(3 hours) GRADUATION / RECEPTION

INDIVIDUAL FOLLOW-UP "EXIT" INTERVIEW / EVALUATION / STRATEGY SESSION:
One-hour one-on-one consulting session with instructors to determine your immediate and long term goals, share feed-back from the course, and determine which tour operators will best meet your goals.

INDIVIDUAL FOLLOW-UP "EXIT" INTERVIEW / EVALUATION / STRATEGY SESSION:
One-hour one-on-one consulting session with instructors to determine your immediate and long term goals, share feed-back from the course, and determine which tour operators will best meet your goals.

Admission / Enrollment / Tuition

Admission / Enrollment Procedure

We find that the most successful applicants are those who exhibit maturity, possess a genuine interest and skill in working with groups of people and have a passion for travel. Proficiency in a foreign language is desirable but not a prerequisite for admission. To be accepted for enrollment, all applicants must have a High School diploma, its equivalent, or otherwise successfully take and pass the relevant examination as required by section 94904 of the Code.

All courses at the Institution are taught in English only and the student must have knowledge and understanding of the English language in order to comprehend and successfully pass all exams, workshops and presentations.

To apply for admission to the ITMI certification program, please complete the on-line application form. This helps us to learn more about you and your goals and aspirations. It also includes questions about your employment history, skills and life experiences. This first step in the screening process helps us to determine whether you possess the aptitude necessary to succeed in the travel and tourism industry.

The second step is a 30 to 45 minute telephone or in-person conversation/interview with an ITMI instructor, to answer all your questions about tour directing and the Institute. This enables the instructor to gain an understanding of your communication skills, enthusiasm, sense of humor, creativity and your desire to pursue a career as a tour director or guide.

Applicants must receive a minimum score of 70 (100 maximum) on our Tour Guide / Tour Director Assesment during a personal interview. During the call the instructor will be evaluating your responses regarding to but limited to your: Communication Skills, Flexibility, Creativity, Problem Solving, Sense of Humor, Attitude and Leadership Skills.

Upon acceptance, a $50 non-refundable application fee is due.

Class size is limited to 20 – 28 students and early application is highly recommended.

Please note: ITMI has not entered nor intends to enter into a matriculation or transfer agreement with any college or university.

For students admitted from other countries, ITMI will verify student status with no associated charges. ITMI does not provide Visa services.

Federal and State Financial Programs

ITMI does not provide any direct financial aid however it participates in some federal and state financial aid programs. If the student obtains a loan, the student will have to repay the full amount of the loan plus interest, less the amount of any refund, and that, if the student receives federal student financial aid funds, the student is entitled to a refund of the money not paid from federal aid funds.

If the student has received federal student financial aid funds, the student is entitled to a refund of moneys not paid from federal student financial aid program funds. If the student obtains a loan to pay for an educational program, the student will have the responsibility to repay the full amount of the loan plus interest, less the amount of any refund. If the student defaults on a federal or state loan, both the following may occur; (1) The federal or state government or a loan guarantee agency may take action against the student, including garnishing an income tax refund; (2) the student may not be eligible for any other government financial assistance at another institution until loan is repaid.

Tuition and Fees

A $50 registration fee is due upon acceptance into the training.

You will be mailed / emailed an Enrollment Contract and Student Performance Fact Sheet to sign and return to ITMI within 10 business days after notification of acceptance along with a $200 deposit towards your tuition.

The Level I remaining Tuition Fee of $1,751 for Level I is due 60 days prior to class start date. Visa, Master Card, American Express, and Discover are accepted.

The second half of the Tuition Fee, $1,951 is due at the start of the Level II portion of the course. Total cost of Level I and Level II is $3,952.

Included in the cost of tuition is all school supplies including binder, lesson plans, writing utensils, professional resume and cover letter, use of books and learning materials.*

ITEMIZED BREAKDOWN OF FINANCIAL OBLIGATION – LEVEL I	
REGISTRATION FEE TOUR GUIDE TRAINING (non refundable)	50
*TUITION DEPOSIT (DUE WITHIN 10 DAYS OF ACCEPTANCE)	200
TOUR GUIDE TRAINING TUITION	1750
STUDENT TUITION RECOVERY FUND (non refundable) (See Student Tuition Recovery Fund disclosure)	1
TOTAL	$2,001

ITEMIZED BREAKDOWN OF FINANCIAL OBLIGATION – LEVEL II	
*TUITION: TOUR DIRECTOR / MANAGER	1,950
STUDENT TUITION RECOVERY FUND (non refundable) (See Student Tuition Recovery Fund disclosure)	1
TOTAL	$1,951

***ESTIMATED TOTAL FINANCIAL OBLIGATION FOR LEVEL I AND II**	$3,952

*Tuition does not include personal housing, transportation, meals or other living expenses. A service fee of $10 will be assessed for any returned checks.

DIPLOMA
You must attain a passing grade in all subjects to successfully complete the training. To recognize your achievement after successful completion you will be awarded a Diploma certifying your competence to be a professional Tour Guide and Tour Director / Manager.

School Location / Facilities / Library / Student Housing

School Location / Facilities / Library

Our main school training facilities are located at the Hotel Nikko, 222 Mason Street, San Francisco, CA. Field Training Tours aboard privately chartered motor-coaches leave from the above mentioned hotel entrance. The Nikko Hotel provides a realistic tour guide / manager / director experience and travel environment. Parking facilities are available to students at several nearby parking lots. Our administrative headquarters are located at 625 Market Street, Suite 810, San Francisco, CA. The office hours are 9:30am to 5:00pm, Monday through Friday, year round, except for New Year's Day, Memorial Day, July 4th, Labor Day, Thanksgiving and Christmas.

The classroom contains additional learning materials that are available to students through the course including but not limited to; maps, tour brochures and related tour materials. All course materials such as binder, lesson plans, paper, pens, professional resume and cover letter with photo and other media are included for the student in the tuition cost.

The library is located at our Administrative Headquarters and contains published travel books, periodicals and brochures for local, national and international destinations. The students will have access to these resources onsite from 9:30am to 5:00pm, Monday – Friday, and the availability to check them out through the office manager.

Student Housing

The Institute does not have residential housing facilities. Most students come from other areas of the United States, Canada and around the world. Accommodations for out-of-town students are available close to the training facilities. Final documents are sent to students six weeks prior to class dates to request housing needs, if any.

The Institute should be notified as soon as possible so housing arrangements can be made. Students should expect to pay between $900-$1,800 for housing for the entire two-week program. Cost of a share room at the Hotel Bijou is approximately $900 for the entire two-week program (plus hotel tax) per person. For accommodations other than the host hotel please contact the Administrative Office for suggestions.

Academic Policies

Grading / Achievement Standards

Students are evaluated on a combination of oral and written presentations, classroom and weekend field workshops, assignments, examinations, homework, interaction and participation.

Grading (subjective and objective) is as follows:
A = 90 - 100 (Strongly recommended for Tour Guides / Managers / Directors)

B = 85 - 89 (Recommended for Tour Guides / Manager / Managers / Director)

C = 80 - 84 (Marginally qualified for Tour Guides / Managers / Directors or admission to Level II)

D = Below 80 (Unsatisfactory)

I = (Incomplete)

Retention of Records

The school retains all student records at its administrative headquarters for an indefinite period of time, not less than 7 yrs.

Satisfactory Progress Policy / Dismissal Policy / Attendance / Leave of Absence

If any student falls behind in the class the instructor will notify the Institution of the situation. Unsatisfactory progress may be due to poor attendance, low test scores, lack of effort or class participation. The student will be notified of the progress and will discuss with instructors a plan to correct the problem area(s) prior to final class meeting. The student will be allowed to continue in the course at the discretion of the Institution and instructors. If no significant progress is made by the student, the student is subject to dismissal by the Institution.

Re-entry by students who have been dismissed or have only completed Level I is considered on a case-by-case basis. The student must re-apply to the program and include very strong letters of recommendation. The decision to accept the student back into the program is made jointly by the Institutions Administrative Staff and Instructors.

Dismissals are considered remote, but the Institute will reserve the right to dismiss a student on any of the following grounds: conduct detrimental to the reputation of the Institute or its students, incomplete work, tardiness (3 or more times), unsatisfactory attendance, and / or poor physical or mental health. A refund of tuition will then be made in accordance with the refund policies outlined in this brochure. A leave of absence may be granted for medical or personal reasons with written request and documentation. Leave of absences are granted in year-long increments. Students may take up to 24 months leave of absence from date of course. Absences longer than 24 months will require student to re-apply and re-take course. Any completed courses will stay on the students record for up to 24 months. The Institute may require the student to take any of the previous courses, in which case the student will need to pay current course fees for the course again.

Experiential Learning / Notice Concerning Transferability of Credits / Credentials Earned at Our Institution

The Institution does not award any credits for prior experiential learning or experience in the field of study.

The transferability of credits you earn at ITMI is at the complete discretion of an institution to which you seek to transfer. Acceptance of the certificate you earn at ITMI is also at the complete discretion of the institution to which you seek to transfer.

If the certificate that you earn at this institution is not accepted at the institution to which you seek to transfer, you may be required to repeat, some or all of your coursework at that institution. For this reason you should make certain that your attendance at this institution will meet your education goals. This may include contacting an institution to which you may seek to transfer after attending ITMI to determine if your certificate will transfer.

Students Right to Cancel / Refund Policy

The applicant/student has the right to cancel the enrollment agreement and obtain a refund in accordance with the Cancellation and Refund Policy outlined below. Cancellation will occur when the student gives written notice of cancellation to the school at the administrative office listed above. Notice of cancellation should be addressed to ITMI Admissions.

The student has a right to a full refund of all charges less the amount of $50 for the registration fee if he/she cancels this agreement through the first day of instruction or the seventh day after enrollment, which ever is later. In addition, the student may withdraw from a course after instruction has started and receive a pro rata refund for the unused portion of the tuition and other refundable charges if the student has completed 60% or less of the instruction. For example, if the student completes only 20 hours of a 50-hour course and paid $1,000 tuition, they would receive a refund of $600.

30 clock hrs of instruction paid for but not received	50 clock hrs of divided by instruction which the student has paid	=	$1,000 amount paid for instruction	=	$600

If the school cancels or discontinues a course or educational program, the school will make a full refund of all charges.
Refunds will be paid within 30 days of cancellation or withdrawl

Student Tuition Recovery Fund Disclosure

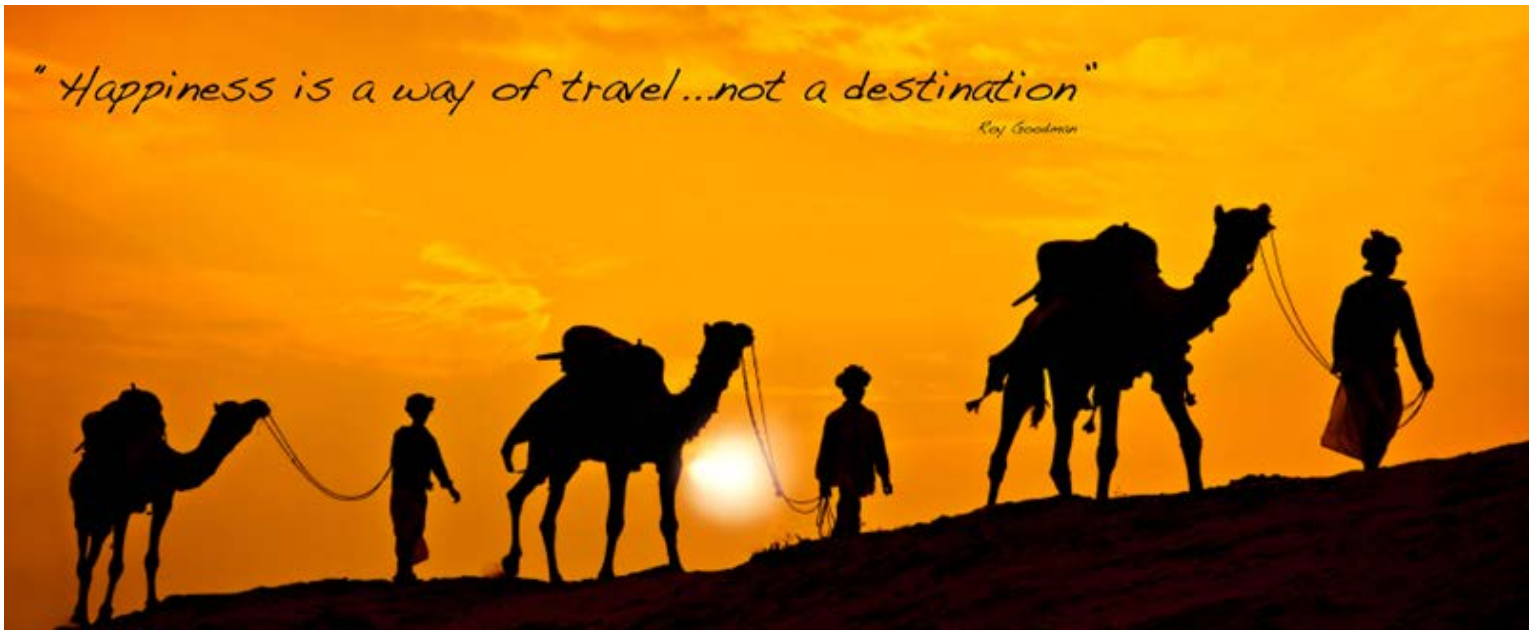
You must pay the state-imposed assesment for the Student Tuition Recovery Fund (STRF) if all of the following applies to you: 1. You are a student in an educational program, who is a California Resident, or are enrolled in a residency program, and prepay all or part of your tuition either by cash, guaranteed student loans, or personal loans and 2. Your total charges are not paid by any third-party payer such as an employer, government program or other payer unless you have a separate agreement to repay the third party. You are not eligible for protection from the STRF and you are not required to pay the STRF assesment, if either of the following applies: 1. You are not a California Resident, or are not enrolled in a residency program, or 2. Your total charges are paid by a third party, such as an employer, government program or other payer and you have no separate agreement to repay the third party. (b) In addition to the statement described under subdivision (a) of this section, a qualifying institution shall include the following statement on its current schedule of student charges:

The State of California created the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic losses suffered by students in educational programs who are California Residents, or are enrolled in a residency program attending certain schools regulated by the Bureau for Private Postsecondary Education. You may be eligible for STRF if you are a California resident or are enrolled in a residency program, prepaid tuition, paid the STRF assesment, and suffered an economic loss as a result of any of the following:

1. The school closed before the course of the instruction was completed.
2. The school's failure to pay refunds or charges on behalf of a student to a third party for license fees or any other purpose, or to provide equipment or materials for which a charge was collected within 180 days before the closure of the school.
3. The school's failure to pay or reimburse loan proceeds under a federally guaranteed student loan program a required by law or to pay or reimburse proceeds received by the school prior to closure in excess of tuition and other costs.
4. There was a material failure to comply with the Act or this Division within 30 days before the school closed or, if the material failure began earlier than 30 days prior to closure, the period determined by the Bureau.
5. An inability after diligent efforts to prosecute, prove, and collect on a judgment against the institution for a violation of the Act.

However no claim can be paid to any student without a social security number or a taxpayer identification number. Note: Authority cited: Section 94803, 94877 and 94923, Education Code. Reference: Section 94293, Education Code.

Kelly Thomas
ITMI Graduate, 2001
Welcome to my amazing day job...touring in the Grand Canyon



Lucero Macedo,
ITMI Graduate, 2011
Just another day in the office...at Machu Picchu

ITMI
International Tour Management Institute

BBB ACCREDITED BUSINESS
BPPE Bureau for Private Postsecondary Education
THE CODE .ORG
NTA National Tour Association

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