





APPENDIX: Approaching Business

When students and instructors can meet with and learn from people in the Travel & Tourism industry everyone benefits. However, a connection between education and industry does not happen automatically. Listed below are some steps that instructors can take to establish good relations with local and national businesses.

These suggestions are based on the experience of GTTP Directors and teachers.

1. **MAKE A LIST OF THE TRAVEL & TOURISM BUSINESSES** in your area; check to see if there are industry associations in your area. Once you know what businesses there are, find out the name and address of the president or director of the businesses you are interested in working with.
2. **CHECK IF THERE ARE COMPANIES IN YOUR IMMEDIATE AREA** that are affiliated with or are subsidiaries of the GTTP Global Partners, or if the GTTP Director in your country has established national partners. (The GTTP website, www.gttp.org, has information on our Global Partners and you can click on their logos to reach their websites where you can check to see if they have offices in your area.) Contact any local branches of GTTP Global or national partners, and tell them you appreciate the fact that their headquarters or parent company has supported the GTTP. Say that you would like to involve them with your students if possible.
3. **WRITE A LETTER TO THE PRESIDENT/DIRECTOR** of the businesses you are interested in. Include the following information so that the business person knows who you are and why you want to have him or become involved with your students:
 - You are teaching Travel & Tourism to xx students in grade yy.
 - Your school is a member of the Global Travel & Tourism Partnership (GTTP) which includes students from a number of countries around the world.
 - You and your students would like to learn from the experiences of a successful business person.
 - Mention some of the goals of the curriculum: to introduce students to this exciting industry; to help them understand how this industry is structured; to help them learn about the kinds of careers that are available and the way destinations are marketed, etc.
 - You are interested in meeting with him/her because you want to discuss the curriculum and get their advice on how to include practical examples from the Travel & Tourism industry your community into the students' learning experience.



4. **AFTER A FEW DAYS, FOLLOW UP YOUR LETTER** with a phone call to the president's assistant or secretary and ask for an appointment for half an hour. You may get referred to another person in the organization. If so, say that the president has referred you to this person and state who you are and what you would like.
5. **WHEN YOU GET AN APPOINTMENT**—or if the company wants you to send more information – prepare a package of material that includes the name and address of the school, your contact information, and some excerpts from *Passport to the World: An Introduction to Travel & Tourism*, such as a printout of the Introduction to the **Instructor Manual**.
6. **DETERMINE WHAT SESSIONS WOULD BENEFIT** from having an industry speaker attend the class or from your visiting the business with your students. For example, in Unit 2, a customer service representative from a large company or a travel agent could talk to the students about how they determine what customers really want, or what they do when there is a complaint or problem. Or, in Unit 3, you might want a representative of the government Tourism Ministry, or someone from the Mayor's office, to talk about how they market your city or area as a tourism destination or a destination for business travelers or conventions.

Alternatively, you could suggest that you bring a group of students to visit the business, so they can see the business actually operating. If you have a face-to-face meeting, discuss these options for participating. If you are asked to send material, include a description of the particular Unit and Session where you think the person could contribute.
7. **ALWAYS REMEMBER TO ASK** if the person you are interviewing can suggest friends or colleagues who could work with you as well. Go through the same process with the new names.
8. **ONCE YOU HAVE THREE OR FOUR INTERESTED BUSINESS PEOPLE**, keep their interest up; invite them to an interesting class; ask if students can spend an afternoon seeing how their staff works with customers (or some other part of the business); ask them to form a panel to discuss with the class why they chose their particular careers.
9. **FINALLY**, once people in the business community understand what you are doing, you can approach companies to see if they will accept students for short, unpaid internships (work study). (See the GTTP *Internship Manual*, which is available on www.gttp.org, for suggestions on how to organize student internships.)
10. **REMEMBER** that the GTTP website (www.gttp.org) also has information on the GTTP's worldwide enrollments and participating schools and cities, and this information can be used to demonstrate that your school is part of a global network.

