



Texas Destination Marketer Certification Program of the Texas Association of Convention & Visitor Bureaus

Purpose:

To provide employees of convention and visitor bureaus, and destination marketing organizations an educational framework for marketing Texas as a destination for both tourism and group business

Objective:

To educate TDM candidates on various disciplines of a convention and visitor bureau and the hospitality industry

Program:

1. The TDM program offers education and training in eight (8) disciplines.
2. Candidates may attain certification in any or all of the disciplines.
3. Candidates are awarded a certificate at TACVB Annual Conference for each discipline in which they have earned the minimum required credits
4. Candidates that earn and received 6 certificates including Texas Heritage/Cultural Tourism and CVB 101 will be awarded the TDM designation and recognition at TACVB Annual Conference
 - a. **All candidates** must complete the Texas Heritage/Cultural Tourism discipline track to receive TDM recognition.
 - b. **All candidates*** are required to attend the CVB 101 class offered at either TACVB Annual and Mid-Winter conferences or DMAI Conferences

Disciplines (Areas of Knowledge) are:

1. Texas Heritage/Cultural Tourism
2. Administration/Finance
3. Communications/Technology
4. Group Sales
5. Group Servicing
6. Marketing
7. Tourism Sales
8. Visitor Services

Requirements to earn Certificates

1. Certification in any single area requires a minimum of 27 credits.
 - a. A minimum of 19 of the 27 (70%) credits must be earned for each certificate at a TACVB conference. No more than 8 credits may be earned from approved allied session for each certificate.
2. Credits are earned by:
 - a. Attending TACVB general and educational sessions at Annual and Mid-Winter Conferences (See Addendum D)
 - b. Attending **pre-approved** educational sessions and workshops offered by allied associations. (See Addendum E & F)
 - i. Allied associations must be pre-approved by the TDM Committee
 - ii. Sessions offered by allied associations must be pre approved by the TDM Committee

- iii. The number of credits awarded for a session offered by allied associations will be determined by the TDM Committee
 - iv. Documentation of attendance and content of sessions attended must be submitted to the TCM Committee after for credit approval.
 - c. Serving on TACVB committees and/or Board of Directors
 - d. Writing a research paper on an approved topic. This paper earns credits toward only the Texas Heritage/Cultural Tourism certificate. (See Addendum G)
3. Credits for the Texas Heritage/Cultural Tourism certificate may be earned by participating in approved group activities and tours. Example – the tour between Abilene and Denton that was held a couple of years ago.
 4. Credits can be earned by actively serving on committees and the TACVB Board of Directors (See Addendum C)
 5. Credits are not earned from normal work duties or activities.
 6. Earned credits must be recorded by the TACVB Office prior to June 1st in order for a certificate to be awarded at that year's Annual Conference

Requirements to earn TDM:

1. To complete the entire program and receive the TDM Designation, the participant must complete six (6) of the eight (8) disciplines.
2. **Texas Heritage/Cultural Tourism** is a required core discipline that everyone must complete in order to receive TDM Designation.
3. **CVB 101 training is a required** class that all candidates must take to receive their TDM. (3 credits may be applied to any discipline track except Texas Heritage/Culture Tourism)
4. Total credits earned must include a minimum of 70% earned at TACVB Conferences.

TDM Program Administration:

1. The TDM Program is administered by TACVB.
2. A program application and an admission fee of \$20 per discipline must be submitted to TACVB before credits will be counted.
3. TACVB will maintain a listing of approved allied organizations from which transfer credit may be eligible (See Addendum F).
4. Transfer and other credit submissions must be submitted no later than June 1st each year to be eligible for certificate recognition at Annual Conference.
5. Participants will receive a transcript of their courses and credits from the previous year following annual conference by October 1st of each year.

The TACVB Board of Directors or its designee will oversee the administration of the program and will establish an advisory committee to oversee the development of the program and the progress of program participants. Advisory Committee members shall be TDM designees or within their final year of earning the TDM designation.

Conclusion:

For tourism professionals, the TDM program provides a structure for further professional development and focuses on best practices in the tourism and hospitality industry. The certificates give recognition that the individual has the desire and interest to improve their skills and knowledge. The program demonstrates TACVB's strong commitment to strengthening the competence of convention and visitor bureaus.



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Addendum

- A) Any TACVB member who has completed the original TDMC program has earned 36 credits. Twenty seven of these credits will be applied to the Texas Heritage/Cultural Tourism Certificate. The remaining nine (9) credits may be applied towards other disciplines.
- B) Members new to TACVB who apply to the program may also receive six (6) credits for every year they have been in the CVB industry. These credits can be applied to any area of knowledge EXCEPT Texas Heritage/Cultural Tourism.
- C) Participants of the program may receive two (2) credits for actively serving on committees and/or the TACVB Board of Directors with a limit of no more than four (4) total credits per year based on Committee Chair's verification.
- D) Attendance in TACVB educational training sessions will be verified at the beginning and end of each session.
- E) Participants may transfer credit from educational courses provided by approved allied organizations, not to exceed 6 credits per year (with the exception of those to satisfy the Texas Heritage/Cultural Tourism certificate, for which there is no limit on transfer credits). All transfer credit courses must be pre-approved with an Approval for Transfer Credit form on file. Once the coursework is complete, a Post-Coursework Transfer Credit form must be completed and submitted to have the transfer credits added to the participant's transcript.
- F) Approved allied organizations to receive transfer credit from include:
 - 1) American Bus Association (ABA)
 - 2) Association for Convention Operations Management (ACOM)
 - 3) American Society of Association Executives (ASAE)
 - 4) Destination Marketing Association International (DMAI)
 - 5) International Association of Assembly Managers (IAAM)
 - 6) Meeting Professionals International (MPI)
 - 7) National Association of Sports Commissions (NASC)
 - 8) National Tour Association (NTA)
 - 9) Texas A&M University Extension Service (TAMU)
 - 10) Texas Downtown Association (TDA)
 - 11) Texas Historical Commission (THC)
 - 12) Texas Hotel/Lodging Association (TH/LA)
 - 13) Texas Leadership Institute (TLI)
 - 14) Texas Municipal League (TML)
 - 15) Texas Society of Association Executives (TSAE)
 - 16) Texas Travel Research Association (TTRA)
 - 17) Texas Travel Industry Association (TTIA)
 - 18) U.S. Travel Association (USTA)

- 19) Transfer credit for specific coursework offered by these organizations is subject to pre-approval by the TDM committee.

G) A participant may also elect to write a paper for credits toward the Texas Heritage/Cultural Tourism certificate.

- 1) A candidates paper shall be an ORIGINAL essay in thesis form* on a Texas Heritage/Cultural Tourism topic and will earn credits towards the Texas Heritage/Cultural Tourism certificate.
- 2) Candidates will choose from a list of provided topics, or submit for approval an alternative topic on Texas Heritage and/or cultural tourism.
- 3) The participant should complete the topic approval form for approval by the TDM committee prior to beginning the essay.
- 4) The paper should advance the understanding of Texas heritage and/or cultural influences on tourism in Texas.
- 5) Participant will prepare a minimum 1,000 and maximum 3,000 words, double-spaced research paper. The paper's contents will include: an introduction, analysis with main findings/viewpoints, a conclusion with applications, and an executive summary or abstract.
- 6) The author should adhere to the APA (American Psychological Association) style and provide at minimum 10 references.
- 7) The TDM committee will review the completed essay for compliance to the requirements and will award 20 credits for successful completion.
- 8) Following completion the essay will be included as part of the TACVB resource library and may be selected for posting on the TACVB website.
- 9) This option may be exercised only one time.

*http://www.indiana.edu/~wts/pamphlets/thesis_statement.shtml

TEXAS DESTINATION MARKETER CERTIFICATION PROGRAM

Application Form

Please Print or Type

Date: _____

1. Your Name: _____

2. Organization: _____

3. Position/Title _____

4. Address: _____

5. Phone: _____ Fax: _____ E-mail: _____

6. Number of Years with a CVB/DMO: _____

7. State your objectives in participating in the program:

7. Select the TDM discipline tracks you will pursue:

- | | |
|---|--|
| <input type="checkbox"/> Texas Heritage/Cultural Tourism (\$20) | <input type="checkbox"/> Group Servicing (\$20) |
| <input type="checkbox"/> Administration/Finance (\$20) | <input type="checkbox"/> Marketing (\$20) |
| <input type="checkbox"/> Communications/Technology (\$20) | <input type="checkbox"/> Tourism Sales (\$20) |
| <input type="checkbox"/> Group Sales (\$20) | <input type="checkbox"/> Visitor Services (\$20) |

9. Have you completed CVB 101 at a TACVB or DMAI Conference?

Yes _____ (3 credits) No _____

10. Did you complete and earn a TDMC from the previous Texas Destination Marketing Certificate Program?

Yes _____ (qualifies 27 credits to be applied to Texas Heritage/Cultural Tourism)

No _____

11. Your total credits to-date: _____

[TO BE COMPLETED BY TACVB]

The completed application must be returned to the TACVB office with payment of \$20.00 application fee for each track selected.