CKTP
CERTIFIED KENTUCKY TOURISM PROFESSIONAL

Certified Kentucky Tourism Professional Program
Content Structure

The following content structure is organized around four core content categories and is designed to provide detailed insight into the types of course work that will be offered in the program. The core categories listed are the areas in which you will be required to obtain credits (minimum of 3 per category) in order to complete the program and graduate. Each core category has various key elements, along with subject examples, to help better explain the various content and courses that may be offered within each group at any given time.

	CORE CATEGORIES	KEY ELEMENTS	SUBJECT EXAMPLES
I	**Information & Analysis**	Research	Destination Economic Impact General Consumer & Traveler Market Segments Visitors Others
		Trends	Economic Industry General Consumer & Traveler Other
II	**Marketing**	Planning	Branding Marketing Plans Targets/Audiences Other

		Paid Media	Broadcast Digital Print Other
		Earned Media	Broadcast Digital Print Other
		Owned Media	Communication Events Print Public Relations Social Media Website Other
III	**Product and Service**	Development	Funding & Investments Tourism Product Types Strategic Partnerships Other
		Delivery	Customer Service Experiential Other
IV	**Business & Industry**	Human Resources	Personal Development Professional Development Other
		Management	Leadership Operations & Administration Strategic Planning Other
		Industry	Advocacy Government Relations Issues Resources Strategic Relationships Other