

# CERTIFIED TOURISM AMBASSADOR™ ENROLLMENT APPLICATION

**Congratulations on your decision to become a Certified Tourism Ambassador!**

One application per person. This form may be reproduced.



Mail the completed Contact Information (below)  
and Tourism Ambassador Agreement (on back)  
along with the \$49 enrollment fee\* to:  
Greater Palm Springs Convention & Visitors Bureau  
Attn: Tourism Ambassador Application  
70100 Highway 111, Rancho Mirage, CA 92270



For more information, call 760.969.1344.

**Online enrollment is available at IAmGreaterPS.com.**

## CONTACT INFORMATION (PLEASE PRINT)

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Title: \_\_\_\_\_

Employer: \_\_\_\_\_

Work Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Supervisor Name (optional): \_\_\_\_\_

Supervisor E-mail (optional): \_\_\_\_\_

Home Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Preferred E-mail: \_\_\_\_\_

Preferred Contact Method (check one): ☐ E-mail ☐ Mail

Preferred Mailing Address (check one): ☐ Work ☐ Home

Special Requirements: \_\_\_\_\_

## CLASSROOM SESSION CHOICE

(Indicate your first and second choice. Please note that classes must be booked a minimum of two weeks in advance; view schedule online at IAmGreaterPS.com).

1) Location: \_\_\_\_\_

Date: \_\_\_\_\_

2) Location: \_\_\_\_\_

Date: \_\_\_\_\_

Payment Amount: \$ \_\_\_\_\_

## PAYMENT

Check (payable to GPSCVB) Amount Enclosed: \$ \_\_\_\_\_

Credit/Debit Card Visa or Mastercard (circle one)

Card Number: \_\_\_\_\_

3-Digit Security Code:

Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

\*No substitutions or refunds.

For further information, contact the  
CTA Program Manager at 760.969.1344  
or [dsturgeon@gpscvc.com](mailto:dsturgeon@gpscvc.com).

## PROVEN RESULTS

Thorough research was conducted in developing the Greater Palm Springs Convention and Visitors Bureau Tourism Ambassador program.

### EMPLOYERS SHOW A HIGH LEVEL OF SUPPORT

The majority of management respondents believe this program will lead to:

- Better customer service ratings
- Increased employee satisfaction
- Enhanced team morale
- Reduced turnover
- Encouragement to employees for career advancement
- Increased economic expenditures by encouraging visitors to extend their stay and return for future visits

### PARTICIPANT REWARDS

Participants identify the following as positive rewards and incentives of the program:

- Helping our destination shine in the eyes of visitors
- Giving back to our destination
- Being involved in a region-wide hospitality program
- Having employers recognize their efforts and commitment
- Opportunity to meet and network with local peers
- Including a national designation on their resumé
- Discounted or free incentives (meals, drinks, admission, tickets)
- Opportunity to “visit” Greater Palm Springs through learning and touring
- Staying in-the-know about new developments and happenings

## TOURISM AMBASSADOR AGREEMENT

**By signing this application I agree that I** currently live or work in Greater Palm Springs and work or volunteer in an industry where my current duties include directly or indirectly serving our destination’s visitors.

**In addition, I agree that I will:**

- Demonstrate my commitment to becoming a Certified Tourism Ambassador (CTA), which I understand is an official industry designation presented by the GPSCVB on behalf of the Tourism Ambassador Institute (TAI). I also understand that the TAI reserves the right to revoke or refuse renewal of certification at their sole discretion and agree that certification as a CTA does not constitute TAI’s warranty or guarantee of my fitness or competency to practice in the hospitality or tourism industry.
- Complete the required pre-class reading and exercises, open-book test and assignments.
- Actively participate in a half-day training session.
- Work to earn annual certification renewal points every year in order to maintain my CTA designation and that it is my responsibility to be aware of current requirements for renewal of certification, as the TAI may update or revise the materials/requirements over time.
- Continue my education by learning about how to best serve my customers and continue to discover what Greater Palm Springs has to offer.
- Keep the GPSCVB informed of any changes to my contact information, authorize the GPSCVB to submit my name to be listed in TAI’s industry-wide list of CTAs authorize use of any CTA-related event photos that I may appear in TAI or GPS Tourism Ambassador program print or online media, and understand and agree that TAI may also use anonymous and aggregate application and examination data for statistical and research purposes.
- Provide input to the GPSCVB on how the program can be enhanced to meet my needs and the needs of our visitors.
- Uphold the status of the CTA designation by pledging to maintain the highest standard of personal conduct and ethics.



Signature: \_\_\_\_\_

Date: \_\_\_\_\_