



SeeJordan.Org

E-Newsletter

Jordan Tourism Board North America (JTBNA)
6867 Elm St. Suite 102 McLean, VA 22101
(877) SEE-JORDAN Fax:: (703) 243-7406

June 27, 2006

Volume 45

Experience
Jordan Now!

Jordan Tourism Board
North America
(JTBNA)
6867 Elm St. Suite 102
McLean, VA 22101
(877) SEE-JORDAN
Fax: (703) 243-7406

info@seejordan.org
www.seejordan.org

Contact:

Malia Asfour 703.243.7404 malia@seejordan.org
Gisele Abrahao 703.243.7404 gisele@seejordan.org

**DEBUT FOR ASTA'S JORDAN DESTINATION SPECIALIST
COURSE**

The American Society of Travel Agents (ASTA) announced the release of its new Jordan Destination Specialist course. This course, written by noted industry author Sue Wilder, CTC, is designed to meet the educational needs of travel agents who want to expand their expertise to include selling travel to Jordan—now available on CD-ROM. For a limited time only, the course is being offered at an introductory price of \$64 for ASTA members and \$74 for non-members. PDF versions can also be purchased for \$44 for ASTA members and \$54 for non-members. This offer is good until August 31, 2006, after which the price goes up \$15.

“We are excited to offer a course that teaches travel agents how to become specialists in selling Jordan. It’s a beautiful region of the world but one that many Americans know little about,” said Kathryn W. Sudeikis, CTC, ASTA president and CEO. “By becoming a destination specialist in the country, travel agents can confidently recommend and sell this unique country. We are thrilled to be able to offer this course to help agents build a foundation for successfully selling Jordan.”

By completing the course content, application activities and specialist

exam, agents will have a realistic profile of Jordan by recognizing its key historical developments and current cultural and tourism characteristics. They also will be able to identify features of key destinations. Additionally, agents will develop strategies for selling Jordan, including how to find customers, plan itineraries and handle clients' concerns and questions about traveling to the country. Finally, they will earn a certificate designating them as Jordan Travel Specialists.

"I am so pleased that our partnership with ASTA continues to grow with the launch of the Jordan Destination Specialist course," said Munir Nassar, Jordan's Minister of Tourism, who attended the event in Washington D.C. "This course will allow us to focus on building key partners in marketing Jordan and attracting U.S. visitors. It puts us on the cutting edge of the industry and proves that we are serious in expanding our tourism industry."

Calling the people of Jordan "warm...friendly, and most welcoming", Bill Maloney, ASTA's executive VP and COO, said the country is "remarkable. Jordan is a must see for all American Travelers. It has the places that will enchant them, captivate them and enrich them. Places that are unrivaled today."

Including the new Jordan Destination Specialist course, ASTA has nine home-study programs: Model Agency Program, Cuba Travel Specialist, USA Travel Expert Program, Family Travel Specialist, Niche Travel Specialist, Mature Adult Travel Specialist, Travel Marketing Specialist and North American Rail Travel Specialist. Each course includes a course manual, test packet and evaluation form.

For more information or to order, go to www.astanet.com/education/studycourse.asp.

The mission of the American Society of Travel Agents and its affiliate organizations is to enhance the professionalism and profitability of members worldwide through effective representation in industry and government affairs, education and training, and by identifying and meeting the needs of the traveling public. The Society is the world's largest and most influential travel trade association with more than 20,000 members in more than 140 countries.

If you would like to remove your email address from the list simply reply to this e-mail with the word UNSUBSCRIBE.