



**PROFESSIONAL
DEVELOPMENT**

**Expand Your Travel, Tourism and Hospitality Curriculum:
Equip Your Students for the Growing Cruise Industry with**

University Licensing Program

Travel and tourism programs are already in high demand, but how can your institution stay ahead of the curve and offer something truly **unique and industry-relevant?**

By integrating CLIA's **University Licensing Program (ULP)**, your students will access the foundational training to explore the rapidly expanding cruise travel sector—a multi-billion-dollar industry offering exciting career opportunities.

With **33 Global Cruise Lines** and over **67,000 North American Travel Agencies and Agents**, CLIA's training represents the **gold standard** in the industry.

PROFESSIONAL



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Benefits to the College or University

Enrich Curriculum and Stand Out

By offering CLIA's certification courses, your program will offer specialized, career-focused training that gives students a competitive edge in the travel and tourism industry. Help your students stand out in a crowded job market by providing them access to the **Certified Cruise Counsellor (CCC) Certification**, recognized across the travel industry.

Flexible and Customizable

Choose from **three elective courses** in addition to the eight CCC core courses, or even opt for a live training experience directly on your campus. These courses are regularly updated, ensuring that your students are learning the latest industry trends and skills.

Reduced Costs for Students

Not only do your students benefit from **waived certification enrollment fees** if they pursue a career in the cruise industry, but they also receive a **significant discount** compared to typical individual CLIA members. This means they gain access to high-quality, professional certification at a fraction of the cost.

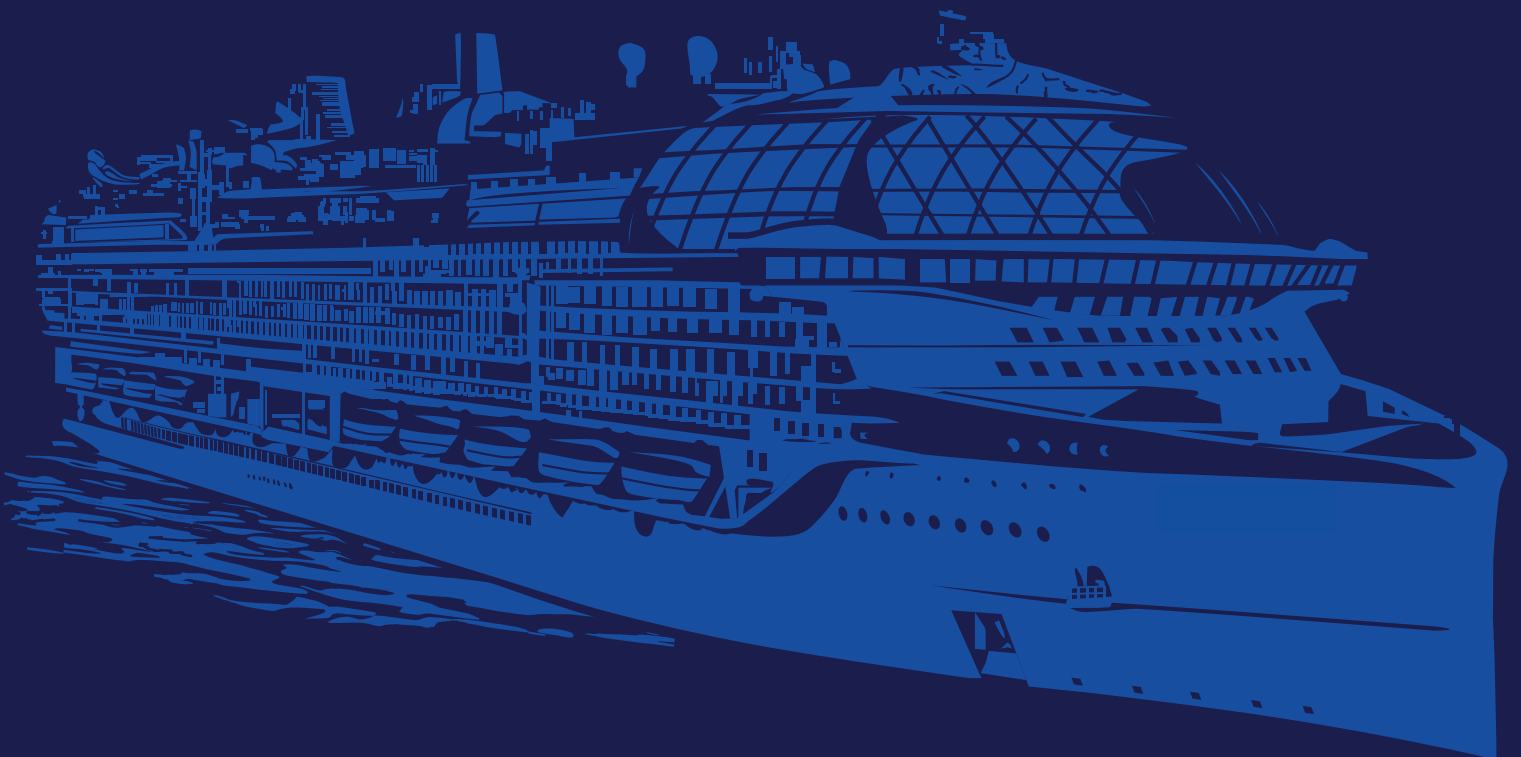
Real-World Application and Career Paths

The cruise industry represents **growth** and **opportunity**. Students who complete the ULP will have a deep understanding of cruise sales, industry trends, and the nuances of the business. This could potentially lead to immediate job placements or career advancement in one of the most dynamic areas of travel.

Why Partner with CLIA?

The Cruise Lines International Association (CLIA) is the world's largest cruise industry trade association. With a regional and global network of 55+ cruise lines, over 350 executive partners, and an expansive reach of 67,000 North American Travel Agencies and Agents, CLIA is at the forefront of cruise industry advocacy, education, and training.

Colleges or universities that partner with CLIA's ULP have seen over 1,500 students complete the program, preparing the next generation of travel professionals.



Program Details

Core Curriculum

Your students will complete eight foundational **Certified Cruise Counsellor (CCC)** courses. These courses are updated annually to reflect the latest industry practices.

Elective Options

Tailor your program with three additional CLIA online courses for **just \$99 per student**. These electives can be integrated with the core curriculum or taken as a standalone course.

Complimentary State of the Cruise Industry Course

Provide your students with a **free course** updated annually with the latest trends and insights from the cruise industry.

Live On-Campus Training

For institutions with a minimum of 50 students, CLIA can for an additional fee, provide **live training on campus**. Imagine offering your students a hands-on, two-day certificate program taught by an expert, with no need to leave your college or university.



CERTIFIED CRUISE COUNSELLOR (CCC)

The Essential
CLIA Certification

Proven Success

Institutions such as Centennial College (Toronto, ON), Highline College (Seattle, WA), and Humber College (Toronto, ON) are already reaping the rewards of integrating CLIA's ULP into their travel, tourism and Hospitality programs. These colleges, alongside many others, have seen their students gain a comprehensive understanding of the cruise industry, improving their chances for employment in a competitive field.

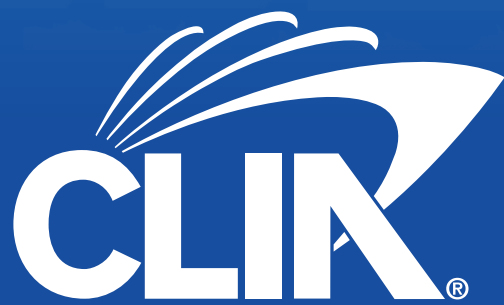


Contact Us



Contact Us today to discuss how your institution can integrate the CLIA University Licensing Program into your travel, tourism and hospitality curriculum and set your students on the path to success in the rapidly growing cruise travel industry.

**For a quote, please contact Maria Fonseca at
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