



## **Certified Kentucky Tourism Professional Program Requirements**

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### **Earn a minimum of 24 credits.**

Credits are earned by attending education sessions at Spring Travel Forum, Kentucky Travel Industry Annual Conference, webinar participation and attendance at other designated events.

### **Within the 24 credits:**

- A. Earn a minimum of 3 credits in each Core Category:
  - Information & Analysis
  - Marketing
  - Product & Service
  - Business & Industry
- B. Required participation in Kentucky Tourism Industry Orientation: 3 credits
- C. Required participation in at least two Certification Field Visits: 3 credits per field visit
- D. Additional credit opportunities include:
  - Webinar education sessions: 1 credit per session
  - Destination Frankfort: 3 credits
  - Regional Meet Ups: 1 credit
  - Others as determined