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**ONLINE TRAVEL
AGENT ACADEMY
(OTAA)**

Online Travel Agent Academy (OTAA)

USAID Turizam is launching the Online Travel Agent Academy (OTAA) with the aim to reach, inform and educate thousands of international tour operators and travel agents in key source markets around the world about Bosnia and Herzegovina's (BiH) amazing, rich and diverse tourism offerings. As a result, they will be able to effectively promote and sell BiH to their clients resulting in more arrivals, higher spend and extended stays. Turizam is presenting a unique opportunity for qualified Inbound Tour Operators (ITOs) in BiH to place themselves in front of the international buyers as a potential business partner, develop linkages and close deals!

Why the OTAA?

USAID Turizam has identified that one of the key challenges that prevented tourism from reaching its potential was the very limited Business and Business (B2B) sales and distribution channels and network the ITOs in BiH have. For the most part, the BiH ITOs serve as ground handlers to Destination Management Companies (DMCs) in neighboring countries resulting in very short stays and less than optimal spend. This challenge has become even more pressing to address as a result of the Covid-19 pandemic.

How was it developed?

USAID Turizam is partnering with a UK-based company, OTT, to develop, host and launch this training program. OTT was selected from a list of top-notch companies offering similar services and based on their reputation, cutting-edge technology, network of travel professionals and reach within priority source markets for BiH. OTT is considered one of the leading companies providing this type of specialized training and education to travel professionals around the world, with an extensive network of around 62,000 travel professionals globally.

How does it work?

OTT's key strength is its extensive network of travel professionals around the world, especially in key source markets. Through a year-long targeted email and social media campaign, newsletter blasts, webinars, website marketing and PR, we plan to reach thousands in prioritized source markets that include Europe, Gulf and North America, and entice them to register and review carefully designed educational modules on BiH tourism offerings.

What will I learn?

International travel professionals who opt to register to learn more about BiH will get access to 15 modules that detail what the destination has to offer. The modules are intended to provide general information about the destination, as well as a deeper dive into the offerings and themed experiences available that may be relevant to different traveller profiles and interests. The content, offered in English, is complemented with high quality videos and photos that will further tell the story of what BiH has to offer. After the conclusion of each module, registrants will take a short exam to test their knowledge and understanding of the destination. The ones who successfully pass the test will receive a branded certificate as "Certified BiH Specialist" and start looking for business partners in BiH.

Why register for the OTAA?

In addition to providing the opportunity to explore new business opportunities in a beautiful and less explored destination, which is also ideally positioned to attract the post Covid-19 travellers in term of offerings, USAID Turizam, along with partners in BiH, will provide incentives in the form of prizes/awards to the registrants to incentivize them to complete the training modules and start selling the destination.

How can I benefit?

When qualifying and after filling the registration form to get listed on the OTAA platform, you will get the opportunity to position your business in front of thousands of international travel agents from all around the world, grow your B2B distribution network, connect with new buyers and then start getting more business.

What do I need to do?

In order to have your contacts available at the OTAA training platform **please fill out the registration form** via the following link until May 28, 3 pm.

<https://www.surveymonkey.com/r/69RXVGB>

OTAA Modules

- Introduction
- Accommodation
- Wining and Dining
- City Scapes
- Culture and Heritage
- History
- Sacred Crossroads
- Slow Food
- Ciro Trail
- Eco and Adventure
- Festivals
- National Parks
- Rafting
- Skiing
- Via Dinarica