

Is a tourism career in your future?
ALASKA TRAVEL INDUSTRY ASSOCIATION
Scholarships

ATIA is offering over \$20,000 in scholarships to help you reach your educational goals!



The Alaska Travel Industry Association (ATIA) is committed to encouraging a policy of local hire within the state's visitor industry. As part of that commitment, ATIA supports efforts that facilitate a well-prepared Alaskan work force.

The ATIA Scholarship Program was established to assist Alaskan students pursuing the education necessary to help them succeed in the travel and tourism industry.

Scholarships are funded by donations from ATIA members and contributions from ATIA Chapter organizations.

Scholarship recipients will be announced in May.

Awards to be used for upcoming academic year.

**APPLICATIONS ARE
AVAILABLE ON
ALASKATIA.ORG**

ATIA'S visitor industry scholarship program offers a number of scholarships worth over \$20,000 in cash and tuition to Alaska students pursuing education related to the tourism industry.

Previous awards included:

- ◆ **ATIA TWO-YEAR SCHOLARSHIP** – A two-year, \$5000 scholarship with \$2500 awarded in each of the next two consecutive years.
- ◆ **ATIA ANCHORAGE CHAPTER SCHOLARSHIP** – A one-year, \$2500 scholarship funded through donations raised by the ATIA Anchorage Chapter. A preference will be given to graduating high school seniors.
- ◆ **ATIA CONTINUING EDUCATION SCHOLARSHIP** – A one-year, \$2500 scholarship. Preference will be given to students returning to school for degree or certificate completion or post-graduate study.
- ◆ **ATIA RURAL SCHOLARSHIP** – A one-year, \$2500 scholarship. Preference will be given to students from rural Alaska, outside of the road network.
- ◆ **KRIS GELDAKER MEMORIAL SCHOLARSHIP** – A one-year, \$2500 scholarship funded through the ATIA Ketchikan Chapter (renewable for up to four years) for students pursuing a degree in tourism or maritime related field. Awards are contingent upon criteria including but not limited to academic performance, stated major, etc., that are determined by statewide and Ketchikan scholarship committees. Preference will be given to applicants intending to work in Alaska or are a son/daughter of someone presently working in the tourism industry.
- ◆ **BOB ROCKER MEMORIAL SCHOLARSHIP** – A one-year, \$2000 scholarship given by Dave & Liz Knightly of Knightly Tours.
- ◆ **PRINCESS CRUISES & TOURS SCHOLARSHIP** – A one-year, \$1500 scholarship funded by Princess Cruises & Tours.
- ◆ **HOLLAND AMERICA LINE SCHOLARSHIP** – A one-year, \$1000 scholarship funded by the Holland America Line. Preference will be given to high school seniors.
- ◆ **ALASKA TRAVEL ADVENTURES SCHOLARSHIP** – A one-year, \$1000 scholarship funded by Alaska Travel Adventures.
- ◆ **ALASKAN-HAWAIIAN VACATIONS SCHOLARSHIP** – A one-year, \$1000 scholarship funded by Alaskan-Hawaiian Vacations.
- ◆ **ROYAL CARIBBEAN CRUISES SCHOLARSHIP** – A one-year, \$1000 scholarship funded by Royal Caribbean Cruises.
- ◆ **CHUCK WEST MEMORIAL SCHOLARSHIP** – A one-year, \$1000 scholarship funded through an endowment in memory of Chuck West.
- ◆ **ATIA ONE-YEAR SCHOLARSHIP** – A one-year, \$1000 scholarship funded through member pledges.
- ◆ **ATIA CONTINUING EDUCATION AWARD** – A one-year, \$1000 award for adult students pursuing tourism-related studies or professional certification.



The Alaska Travel Industry Association (ATIA) is the statewide, membership-based, non-profit trade association for one of the state's largest industries. We represent nearly 1,000 member businesses from every region of the state and every facet of the visitor industry.

ATIA was formed to promote Alaska as a year round, world class visitor destination; to enhance tourism's growth; to contribute to the quality of life in Alaskan communities; and to serve as the voice of the industry. ATIA contracts with the State of Alaska to provide visitor information and marketing.

Applicants are encouraged to check out ATIA's website for travel industry job opportunities:

www.AlaskaTourismJobs.com

ALASKA TRAVEL INDUSTRY
ASSOCIATION
2600 Cordova Street Suite 201
Anchorage, AK 99503

Phone: (907) 929-2842
Fax: (907) 561-5727

www.alaskatia.org
E-mail: ATIA@alaskatia.org

GENERAL APPLICANT ELIGIBILITY GUIDELINES

Students interested in the tourism industry who meet the following general criteria may apply for an ATIA scholarship.

- ♦ Is enrolled or intending to enroll on a full-time basis (or part-time for the ATIA Graduate or Continuing Education Scholarship) in a program of study in preparation for a career in tourism.

(Examples include, but are not limited to: the Hotel & Tourism Management program offered at Alaska Pacific University; the Culinary Arts and Hospitality/Restaurant Management programs offered at the University of Alaska Anchorage; vocational-technical courses offered at schools such as the Career Academy and Alaska Travel Concepts; and other degree programs, such as business or marketing, with the intent to pursue a career in travel and tourism.)

- ♦ Is an Alaska resident.

SELECTION CRITERIA CONSIDERED

The ATIA Scholarship Committee uses a number of criteria to judge applications, including financial need, demonstrated tourism initiative, 3.0 grade point average in previous studies, and whether the educational institution is located in Alaska.

HOW TO APPLY FOR AN ATIA SCHOLARSHIP

Students applying for scholarships must complete the attached ATIA scholarship application form. Forms are also available from the ATIA office or at www.AlaskaTIA.org. Completed applications must be submitted to ATIA along with:

- ♦ One copy of your high school or college transcripts
- ♦ A one-page statement of your tourism career plans
- ♦ Two letters of recommendation, dated within one year

Applications and attachments must reach the ATIA office by April 13, 2007.

Note: The attached application is valid for all scholarships. It is not necessary to indicate which scholarship you are applying for — scholarships awards will be determined by the ATIA Scholarship Committee.

ALASKA'S VISITOR INDUSTRY ...

- ♦ \$1.6 Billion annual contribution to Alaska's economy.
- ♦ \$284 Million annual benefit to non-tourism business.
- ♦ Travel & Tourism is Alaska's third largest private sector employer with 40,000 direct full-time equivalency jobs.
- ♦ Travel & Tourism's core industry generated 9.1% of Alaska's total employment in 2002.
- ♦ Alaska's travel & tourism industry has a 78% local hire rate.
- ♦ Travel & Tourism's core industry generated jobs that provide \$579 million in income (benefits and salaries) to Alaska.
- ♦ Alaskans receive \$1.15 Billion in tourism driven salary & benefits
- ♦ \$20 Million Net Contribution to State General Fund (FY05). Nearly as much as Fishing, Timber and Mining - Combined!

ALASKA TRAVEL INDUSTRY ASSOCIATION SCHOLARSHIP APPLICATION

This application must be accompanied by 1) A copy of your high school or college transcripts; 2) A one-page statement of your career plans and objectives; and 3) Two letters of recommendation. Incomplete packages will not be considered. It is not necessary to indicate which scholarship you are applying for — scholarship award recipients will be determined by the ATIA Scholarship Committee.

BIOGRAPHICAL INFORMATION (PLEASE PRINT CLEARLY)

Name: _____ Social Security #: _____

Home Address: _____

City/State/Zip: _____

Campus Address: _____

City/State/Zip: _____

Home Phone: _____ Campus Phone: _____ Work Phone: _____

Date of Birth: _____ Place of Birth: _____ E-mail: _____

Are you a U.S. citizen? Yes No

Are you an Alaska resident? Yes No

CURRENT EDUCATION (ATTACH A COPY OF SCHOOL TRANSCRIPTS)

School You Are Currently Attending: _____

Address: _____

Dates Attended: _____ Hours Completed: _____

Academic honors and/or offices held: _____

Extra-curricular activities: _____

EDUCATIONAL GOALS

School You Are Planning to Attend: _____

Location (city/state): _____

Degree Goal: _____

Expected Degree Completion Date (month/year): _____

WORK EXPERIENCE (COMPLETE THIS SECTION OR ATTACH A RESUME)

Employer: _____

Position: _____

Dates of Employment: _____

Hours per week: _____

Supervisor: _____

Phone: _____

Employer: _____

Position: _____

Dates of Employment: _____

Hours per week: _____

Supervisor: _____

Phone: _____

Employer: _____

Position: _____

Dates of Employment: _____

Hours per week: _____

Supervisor: _____

Phone: _____

STATEMENT OF FINANCIAL POSITION

(State only amounts for which you are certain or can reasonably estimate. Do not include financial aid for which you have applied.)

INCOME

Scholarships, grants, tuition waivers
(itemize on separate sheet) _____

Earnings during school year _____

Earnings during summer _____

Financial Aid _____

G.I. Bill / VEAP _____

Social Security _____

Other income _____

Total Income _____

EXPENSES

Tuition and fees _____

Books and supplies _____

Room and board _____

Off-campus rent (include utilities) _____

Food (off-campus) _____

Transportation _____

Medical and dental _____

Clothing, laundry _____

Other expenses _____

Total Expenses _____

Please explain any unusual circumstances that should be considered regarding your financial situation: _____

Do you plan to work while attending school? Yes No

CAREER STATEMENT (ANSWER THESE QUESTIONS ON A SEPARATE SHEET AND ATTACH)

Write up to a 500 word statement about your tourism career plans. Be sure to include the following points:

1. What are your career goals and objectives and how will you achieve them?
2. Why do you want to be involved in the travel and visitor industry?
3. What are the major challenges facing the visitor industry today?

OATH (PLEASE READ CAREFULLY, AND SIGN BELOW.)

To the best of my knowledge, I have provided complete information. I am an Alaska resident and intend to remain so. I agree to report any factors which could affect consideration of my application. I understand that failure to provide accurate and complete information may mean withdrawal of all financial assistance and billing for all awards previously received.

Signature: _____ Date: _____

FOR ATIA OFFICE USE ONLY:
Date Application Received: _____
Status of Eligibility: _____

APPLICATION DEADLINE: APRIL 13, 2007

Return to the:

ALASKA TRAVEL INDUSTRY ASSOCIATION SCHOLARSHIP COMMITTEE

2600 CORDOVA STREET, SUITE 201 • ANCHORAGE, AK 99503

PHONE: (907) 929-2842 • FAX: (907) 561-5727