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## GTP® CONTENT OUTLINE

(Updated April 2022)

### ***DOMAIN 01 Strategic Business Planning (23% of exam)***

- 101 Meet with internal and external stakeholders from various functional areas (including business unit leaders/department managers in human resources, risk management, finance/accounting, marketing, sales, procurement, research and development, information technology, training; Country leaders, business development/strategic planners, executive team, administration team, operational team, and buyers/suppliers) to determine organizational culture, goals, and objectives and get buy-in from those stakeholders.
- 102 Perform program evaluation to identify opportunities for program optimization (including but not limited to gap analysis, data management, spend, travel experience, tools/technology, cost to manage, travel and expense process, travel and expense policies, safety and risk management, sustainability, duty of care, etc.)
- 103 Utilize the results of business analytics [e.g., Strengths Weaknesses Opportunities Threats (SWOT), cost analysis, market share analysis, internal and peer benchmarking, traveler surveys, etc.] for program optimization and create the travel program strategy
- 104 Create communication strategies for organizational management and other stakeholders to ensure their support
- 105 Develop and/or assess travel program contracting strategies to ensure that program goals align with overall organizational objectives, including contracts, policy, budget, risk management, compliance, etc.
- 106 Contribute to risk management program and processes, to include business continuity plans within the organization, and establish responsibilities and accountability of travel department and travel suppliers

Tasks in Domain 01 are supported by the following Knowledge Areas:

Overall Knowledge	K02
Strategic/Business Planning	K04, K05, K06, K07, K08
Account/Program Management	K09, K17, K18
Supplier Management	K23
Data Analysis	K25
Communications	K31, K34
Technology/Tools	K36

## **DOMAIN 02 Buyer/Supplier Engagement (22% of exam)**

- 201 Identify, cultivate, and manage relationships with current and potential buyers and/or suppliers that support the goals and objectives of the travel program(s)
- 202 Establish and prioritize strategic travel program goals that are mutually beneficial to buyers and suppliers
- 203 Conduct due diligence (i.e., assess risk, security, financial viability, stakeholder feedback) with respect to potential buyer or supplier.
- 204 Prepare and issue/respond to Requests for Information (RFIs)/ Requests for Quotations (RFQs)/ Requests for Proposals (RFPs) for services related to the travel program that align with organizational processes
- 205 Evaluate and select supplier(s)/customers based on qualitative and quantitative responses to Requests for Information (RFIs)/ Requests for Quotations (RFQs)/ Requests for Proposals (RFPs) and their technology platforms
- 206 Mutually develop measurable service level agreements (SLAs) and measurable key performance indicators (KPIs) for inclusion in buyer/supplier contracts
- 207 Evaluate status and content of travel-related contracts
- 208 Monitor and ensure buyer/supplier compliance with organizational policies (e.g., sustainability initiatives, health and safety, security, ethics, etc.)
- 209 Negotiate terms and conditions of contracts
- 210 Communicate contract/details and action items with appropriate stakeholders
- 211 Identify and execute supplier and/or customer process improvements (e.g., automation, innovation, formal programs, quality programs, etc.)
- 212 Conduct and/or participate in account reviews (e.g., to monitor progress, service levels, compliance, etc.)
- 213 Conduct periodic internal audits of supplier contracts (e.g., safety, security, internal expense, etc.) as needed
- 214 Develop and implement communication plans (e.g., product placement, internal promotion, etc.) if applicable

Tasks in Domain 02 are supported by the following Knowledge Areas:

Overall Knowledge	K01, K03
Strategic/Business Planning	
Account/Program Management	K12, K15, K16
Supplier Management	K20, K21, K22, K23, K24
Data Analysis	
Communications	
Technology/Tools	K36, K38

### **DOMAIN 03 Travel Program Administration (34% of exam)**

- 301 Contribute to development and ongoing review of organizational policies (e.g., corporate social responsibility, travel and expense, duty of care, etc.)
- 302 Identify, monitor, and evaluate compliance with organizational policies related to the travel program
- 303 Allocate resources (e.g., staff, budget, soft dollar benefits) for travel program activities
- 304 Develop, execute and maintain the internal stakeholder communication plan addressing travel program procedures and updates
- 305 Train/educate relevant stakeholders (travel arrangers, TMCs, travelers, accounting/finance, human resources) on travel-related policies, procedures, travel restrictions/requirements, insurance, and tools, and work with human resources to train new employees during onboarding and to establish clear processes for employees departing the company
- 306 Collaborate with relevant internal groups, (e.g., travelers, finance, Human Resources, Information Technology, revenue management, employee representatives/workers councils, corporate security, etc.) to accomplish travel program initiatives
- 307 Identify and execute internal travel program related process improvements
- 308 Participate in travel industry activities to maintain and increase industry knowledge and support the advancement of organizational initiatives
- 309 Support the development and implementation of travel risk management, crisis management, and business continuity plans
- 310 Support the continual development, implementation, and communication of appropriate travel applications and technologies

Tasks in Domain 03 are supported by the following Knowledge Areas:

Overall Knowledge	K01, K02, K03
Strategic/Business Planning	K05, K06 K08
Account/Program Management	K09, K10, K11, K12, K13, K14, K18
Supplier Management	K24
Data Analysis	
Communications	K31, K32, K33, K34, K35
Technology/Tools	K36, K37, K38

### **DOMAIN 04 Data/Analytics/Finance (21% of exam)**

- 401 Identify appropriate data sources required to support decision-making process [e.g., Return on Investment (ROI), cost analysis, program compliance, benchmarking, etc.]
- 402 Gather, consolidate, and validate accuracy of data from identified sources (including from TMCs) on a regular basis
- 403 Create and analyze relevant, actionable data reports for various internal and external stakeholder groups to identify trends, benchmark, and communicate travel program performance
- 404 Analyze and report travel spend in relation to program strategies
- 405 Automate reporting process and produce dashboards for internal and external stakeholder groups (including the use of business intelligence tools)
- 406 Collect and analyze feedback (via survey, direct communication, etc.) from customers on a regular basis to evaluate the quality of the program and recommend actionable improvements

Tasks in Domain 04 are supported by the following Knowledge Areas:

Overall Knowledge	
Strategic/Business Planning	K07
Account/Program Management	K15, K16, K19
Supplier Management	
Data Analysis	K25, K26, K27, K28, K29, K30
Communications	
Technology/Tools	

## ***Knowledge Areas***

### **Overall Knowledge**

- K01 Industry sector products and services (e.g., air, rail, hotel/long stay, ground transportation services, shared economy services, travel management company, traveler mobility options, payment solutions, expense management, technologies, etc.)
- K02 Regional and cultural differences
- K03 Travel industry terminology

### **Strategic/Business Planning**

- K04 Goal setting process and methods
- K05 Principles of project management (e.g., planning scheduling, tracking, execution, reporting, change management, etc.)
- K06 Continuous process improvement
- K07 Strategic and business planning processes and techniques (e.g., SWOT, gap analysis process, etc.)
- K08 Travel risk management/duty of care processes, policies and procedures, and tools (including ISO 31030)

### **Account/Program Management**

- K09 Business continuity planning
- K10 Components of a managed travel program
- K11 Components of travel and expense policies ("bleisure," insurance, vaccinations status, frequent flyers, preferred suppliers, sustainable travel, purposeful travel, duty of care, approvals, etc.)
- K12 Customer relationship management
- K13 Sources of updated information about immigration (visa) requirements and border control regulations (including medical status) for short term and long-term business travelers and assignees
- K14 Government regulations in regard to compliance of travel program (e.g., anti-trust, collusion, anti-competitive behavior, etc.)
- K15 Internal and external program audits (e.g., air/hotel/car rate audit, policy compliance audit, contract audit, etc.)
- K16 Key performance indicators (KPIs)
- K17 Organizational goals and models, objectives, cultures, policies, and procedures
- K18 Strategic meetings management principles
- K19 Travel and expense reporting and analytics

## **Supplier Management**

- K20 Request for information (RFI)/ quotation (RFQ)/ proposal (RFP) presentation
- K21 Service level agreements (SLAs)
- K22 Basic procurement practices (e.g., non-disclosure agreement, terms and conditions, due diligence, strategic sourcing, supplier contracting scenario models, negotiation techniques, third party assessments, etc.)
- K23 Marketplace/competitive landscape
- K24 Site inspections and audits (e.g., airports, car rentals, hotels, etc.)

## **Data Analysis**

- K25 Basic financial/accounting concepts [e.g., budget preparation, internal forecasting, market share reporting, supplier pricing and invoicing, return on investment (ROI) principles, business case evaluation, cost-benefit evaluation, etc.]
- K26 Business travel metrics and models (e.g., travel reporting metrics, market share analysis techniques, etc.)
- K27 Data management (including data consolidation, privacy requirements such as GDPR law, etc.)
- K28 Industry trends and forecasts
- K29 Revenue/yield management techniques
- K30 Spend analysis tools and techniques

## **Communications**

- K31 Communication strategies and techniques
- K32 Marketing techniques
- K33 Persuasion and influencing techniques
- K34 Presentation techniques
- K35 Teamwork and group dynamics

## **Technology/Tools**

- K36 Technology products used in travel industry (e.g., reservation and online booking tools and processes, aggregators, new distribution channels, reporting tools, traveler tracking tools, mobile applications, machine learning, artificial intelligence, etc.)
- K37 Travel approval processes
- K38 Third party tools (e.g., fare shopping tools, aggregators, etc.)