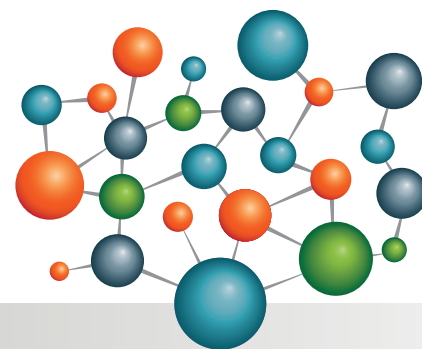


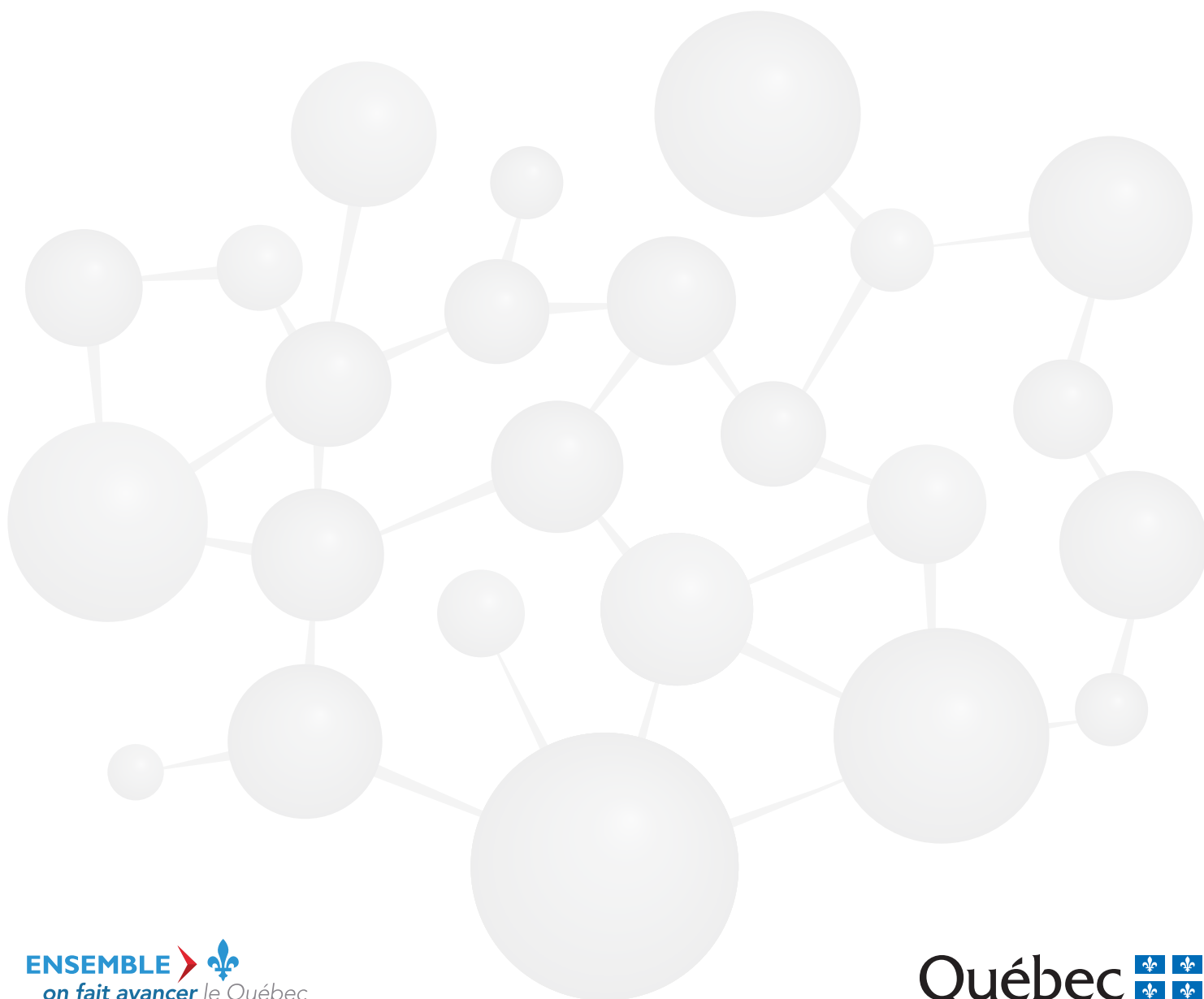
PROGRAM OF STUDY

TRAVEL CONSULTING AND SALES (DVS 5855)

Training Sector:
FOOD SERVICES AND TOURISM



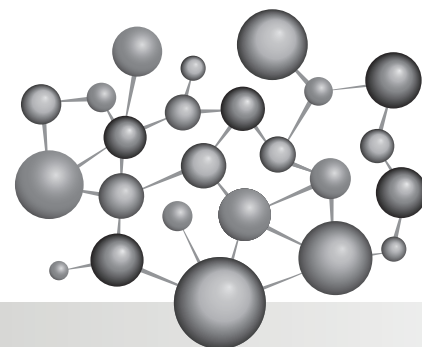
MINISTÈRE DE L'ÉDUCATION ET DE L'ENSEIGNEMENT SUPÉRIEUR



PROGRAM OF STUDY

TRAVEL CONSULTING AND SALES (DVS 5855)

Training Sector:
FOOD SERVICES AND TOURISM



MINISTÈRE DE L'ÉDUCATION ET DE L'ENSEIGNEMENT SUPÉRIEUR



Development Team

Coordination

Carl Grenier

Head of the Food Services and Tourism sector
Direction de la formation professionnelle
Secteur de l'éducation préscolaire et de l'enseignement
primaire et secondaire
Ministère de l'Éducation et de l'Enseignement supérieur

Design and Development

Claudine Dufresne

Teacher
École hôtelière de la Capitale
Commission scolaire de la Capitale

Diane Mastrianni

Program development consultant
Training consultant

Document Design

Under the responsibility of the Direction des communications of
the Ministère de l'Éducation et de l'Enseignement supérieur

Title of Original Document

Conseil et vente de voyages (DEP 5355), Programme d'études

English Version

Direction des services à la communauté anglophone –Services
langagiers
Ministère de l'Éducation et de l'Enseignement supérieur

© Gouvernement du Québec
Ministère de l'Éducation et de l'Enseignement supérieur, 2018

ISBN 978-2-550-80775-9 (Print version)
ISBN 978-2-550-80776-6 (PDF)

Legal Deposit – Bibliothèque et Archives nationales du Québec, 2018

Acknowledgments

The Ministère de l'Éducation et de l'Enseignement supérieur would like to thank the many people working in the field and in the education community who participated in the development of this vocational training program, in particular the following individuals.

Representatives Employed in Education

Johanne Brodeur
Teacher
Centre de formation professionnelle Léonard-De Vinci
Commission scolaire Marguerite-Bourgeoys

Solange Champagne
Vice-Principal
École des métiers de la restauration
et du tourisme de Montréal
Commission scolaire de Montréal

Jocelyne Côté
Teacher
Centre de formation professionnelle Léonard-De Vinci
Commission scolaire Marguerite-Bourgeoys

Gino Gaudio
Teacher
John F. Kennedy Adult Education Centre
English-Montréal School Board

Daniel Marsolais
Education consultant and liaison officer
Centre de formation professionnelle Paul-Émile-Dufresne
Commission scolaire de Laval

Carole O'Gleman
Teacher
Centre de formation professionnelle Pierre-Dupuy
Commission scolaire Marie-Victorin

Lyne Roy
Teacher
Collège Mérici

René Vigneault
Teacher
École hôtelière de la Capitale
Commission scolaire de la Capitale

Representatives Employed in the Field

Marie-France Beaulieu
Travel consultant
Air Canada Vacations
Montréal

Marie-Christine Bouchard
Travel consultant
Club Voyages Fascination
Sainte-Marie

Jean Colette
Travel agent and agency owner
Club Voyages Dumoulin
Boisbriand

Véronique Desaulniers
Travel consultant and sales centre agent
Air Transat
Montréal

Mitchell Dion
Travel consultant
Voyages La Rose Des Vents
Montréal

Louise Jalbert
Travel consultant
Voyages Kimpton
Saint-Jérôme

Pierre Kimpton
Travel agent and agency owner
Voyages Kimpton
Saint-Jérôme

Louise Lacroix
Travel consultant
CAA-Québec Travel Centre
Laval

Mireille Landry
Travel consultant
Voyages Escapade
Victoriaville

Roxanne Larouche
Travel consultant
Voyages Louise Drouin
Sorel

Representatives Employed in the Field (cont.)

Richard Doyon

Travel agent and agency owner
Club Voyages Orford
Sherbrooke

Sylvie Fleury

Travel consultant
Voyage Fleury
Québec City

Florence Fredette

Travel consultant
Club Voyages Orford
Sherbrooke

Sarah-Patricia Gagnon

Travel consultant
Voyages Optimum
Québec City

Vanessa Gravel

Travel consultant
Carlson Wagonlit Voyages Inter-Pays
Québec City

Étienne Morissette

Travel consultant
Omnitour
Québec City

Joanna Morissette

Travel consultant
Club Voyages Élysée
Québec City

Émilie Noël

Travel consultant
Voyages Laurier Du Vallon
Québec City

Christopher Pepper

Travel consultant
CAA-Québec Travel – Explore
Boisbriand

Karin Vanlandeghem

Travel consultant
Club Voyages Super Soleil
Trois-Rivières

Table of Contents

Introduction to the Program.....	1
Program Components	1
Aspects of Program Implementation.....	3
Summary of the Program	5
Part I	
Program Goals	9
Educational Aims	10
Statements of the Competencies.....	10
Grid of Competencies	11
Harmonization	13
Part II	
Program Competencies	15
The Occupation and the Training Process.....	17
Global Geographical Context.....	21
Consumer Behaviour	25
Customer Service.....	27
Travel Offerings to Central and South American Destinations	31
Travel Offerings to European Destinations	35
Customer and Supplier Relations	39
Administrative Tasks	43
Travel Packages	47
Cruises	53
Performing Related Activities.....	57
Characteristics of North American Destinations	61
Characteristics of Asian Destinations	65
Characteristics of African and Oceanian Destinations.....	69
Customized Travel	73
Communicating in French	79
Business Travel.....	81
After-Sales Service	85
Entering the Work Force	89

Introduction to the Program

In vocational training, a program of study presents the competencies required to practise a given trade or occupation at entry level on the job market. The training provided allows students to acquire a degree of versatility that will be useful in their career and personal development.

A program is a coherent set of competencies to be developed. It outlines the knowledge and broad orientations to be favoured during training. The competencies correspond to the tasks of the trade or occupation or to activities related to work, vocational or personal life, depending on the case. Learning is acquired in a specific achievement context and targets the ability to act, succeed and evolve.

According to the *Education Act*¹, “every program shall include compulsory objectives and contents and may include optional objectives and contents that shall be enriched or adapted according to the needs of students who receive the services.” For behavioural competencies, the compulsory components include the statement of the competency, the elements of the competency, the achievement context and the performance criteria; for situational competencies, they include the corresponding components.

For information purposes, programs also provide a grid of competencies, educational aims, a summary of competency-related knowledge and know-how, and guidelines. They also specify the suggested duration of each competency. All optional components of a program may be enriched or adapted according to the needs of the students, the environment and the workplace.

Program Components

Program Goals

Program goals consist of the expected outcome at the end of training as well as a general description of a given trade or occupation. They also include the four general goals of vocational training.

Educational Aims

Educational aims are broad orientations to be favoured during training in order to help students acquire intellectual or motor skills, work habits or attitudes. Educational aims usually address important aspects of career and personal development that have not been explicitly included in the program goals or competencies. They serve to orient appropriate teaching strategies to contextualize students' learning, in keeping with the dimensions underlying the practice of a trade or occupation. They help guide educational institutions in implementing the program.

Competency

A competency is the ability to act, succeed and evolve in order to adequately perform tasks or activities related to one's working or personal life, based on an organized body of knowledge and skills from a variety of fields, perceptions, attitudes, etc.

A competency in vocational training can be defined in terms of a behaviour or a situation, and includes specific practical guidelines and requirements for learning.

¹ *Education Act*, CQLR, c I-13.3, s. 461.

1. Behavioural Competency

A behavioural competency describes the actions and the results expected of the student. It consists of the following features:

- The *statement of the competency* is the result of the job analysis, the orientations and general goals of vocational training and other determinants.
- The *elements of the competency* correspond to essential details that are necessary in order to understand the competency and are expressed in terms of specific behaviours. They refer to the major steps involved in performing a task or to the main components of the competency.
- The *achievement context* corresponds to the situation in which the competency is exercised at entry-level on the job market. The achievement context attempts to recreate an actual work situation but does not describe a learning or evaluation situation.
- The *performance criteria* define the requirements to be respected. They may refer to elements of the competency or to the competency as a whole. When associated with a specific element, performance criteria are used to judge whether a competency has been acquired. When associated with the competency as a whole, the criteria describe the requirements for performing a task or activity and provide information on the expected level of performance or the overall quality of a product or service.

2. Situational Competency

A situational competency describes the situation in which students are placed to acquire learning, and allows for actions and results to vary from one student to another. It consists of the following features:

- The *statement of the competency* is the result of the job analysis, the orientations and general goals of vocational training and other determinants.
- The *elements of the competency* outline the essential aspects of the competency and ensure a better understanding of the competency with respect to the expected outcome. The elements of the competency are fundamental to the implementation of the learning situation.
- The *learning context* provides a broad outline of the learning situation designed to help the students *develop* the required competency. It is normally divided into three key phases of learning: information, participation and synthesis.
- The *instructional guidelines* provide reference points and means for teachers to ensure that learning takes place and that the context in which it occurs is always the same. These guidelines may include general principles or specific procedures.
- The *participation criteria* describe requirements that the students must meet when participating in learning activities. They focus on how the students take part in the activities rather than on the results obtained. Participation criteria are normally provided for each phase of the learning situation.

Competency-Related Knowledge and Know-How

Competency-related knowledge and know-how together with related guidelines are provided for information purposes. Competency-related knowledge and know-how define the essential and meaningful learning that students must acquire in order to apply and continue to develop the competency. They are in keeping with the job market, and are accompanied by guidelines that provide information about the field of application, level of complexity and learning content. They generally encompass learning associated with knowledge, skills, strategies, attitudes, perceptions, etc.

Duration

The total duration of the program is compulsory and must be observed. It consists of teaching time, which includes time for the evaluation of learning and for enrichment or remedial activities, depending on the students' needs. The duration indicated for a given competency refers to the amount of time needed to develop the competency.

The amount of teaching time corresponds to the amount of time allotted to training, which is established during program development as the average amount of time needed to acquire a competency and evaluate learning. This duration is helpful in organizing training.

Credits

A credit is a unit used for expressing the quantitative value of each competency. One credit corresponds to 15 hours of training.

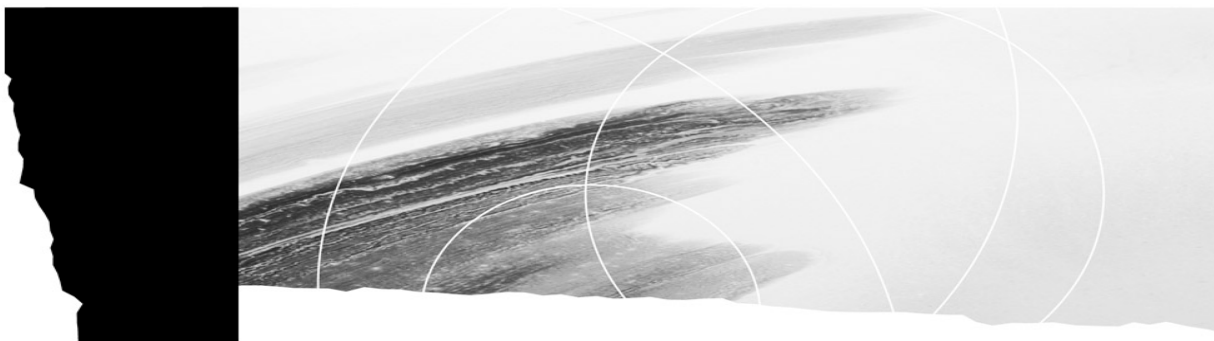
Aspects of Program Implementation

Program-Based Approach

The program-based approach is founded on a comprehensive view of a program of study and its components (e.g. goals, educational aims, competencies). It requires concerted action among all players involved, from the initial stages of program design and development, to program implementation and evaluation. It consists in ensuring that all of the actions and activities proposed are based on the same aims and take into account the same orientations. For students, the program-based approach makes training more meaningful as it presents learning as a coherent whole.

Competency-Based Approach

In vocational training, the competency-based approach is based on a teaching philosophy that is designed to help students mobilize their own individual sets of resources in order to act, succeed and evolve in different contexts, according to established performance levels with all the required knowledge and know-how (e.g. skills, strategies, attitudes, perceptions).



5855

Travel Consulting and Sales

Year of approval: 2016

Certification:	Diploma of Vocational Studies
Number of credits:	79
Number of competencies:	19
Total duration:	1 185 hours

To be eligible for admission to the *Travel Consulting and Sales* program, candidates must meet one of the following requirements:

Persons must hold a Secondary School Diploma or its recognized equivalent.

OR

Persons who are at least 16 years of age on September 30 of the school year in which they begin their training must meet the following condition: they must have obtained Secondary IV credits in language of instruction, second language and mathematics in programs established by the Minister, or have been granted recognition of equivalent learning.

OR

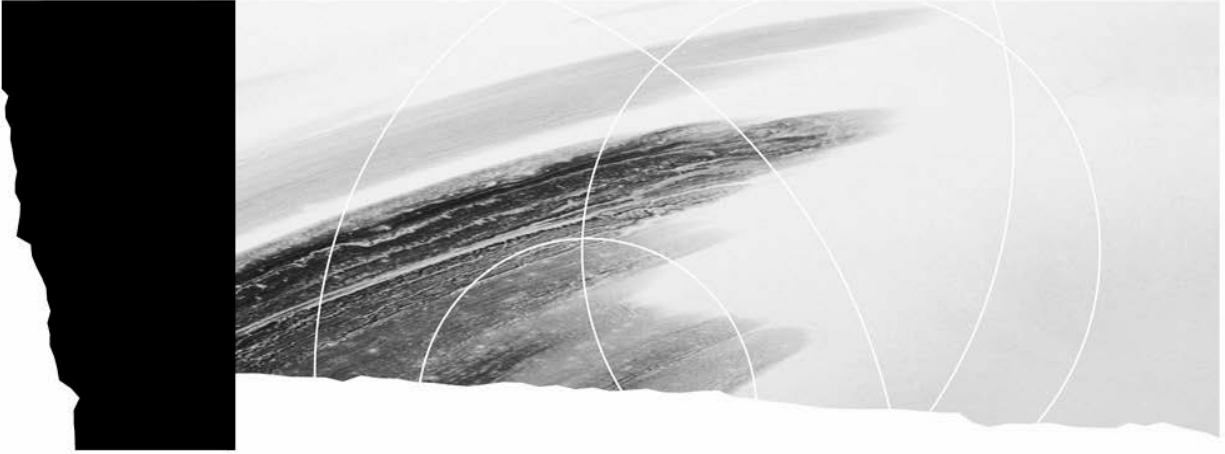
Persons who are at least 18 years of age in the school year in which they begin their training must have the following functional prerequisites: the successful completion of the general development test and the specific prerequisites for the program (i.e. ENG 4103-3 and FRE 4102-1), or recognition of equivalent learning.

OR

Persons who have obtained Secondary III credits in language of instruction, second language and mathematics in programs established by the Minister are required to pursue general education courses, concurrently with their vocational training, in order to obtain the Secondary IV credits they lack in language of instruction, second language and mathematics in programs established by the Minister.

The duration of the program is 1 185 hours, which includes 435 hours spent on the specific competencies required to practise the occupation and 750 hours on general, work-related competencies. The program of study is divided into 19 competencies, which vary in length from 30 to 105 hours. The total hours allocated to the program include time devoted to teaching, evaluation of learning and enrichment or remedial activities.

Competency	Code	Number	Duration	Credits
The Occupation and the Training Process	950602	1	30	2
Global Geographical Context	950616	2	90	6
Consumer Behaviour	950623	3	45	3
Customer Service	950632	4	30	2
Travel Offerings to Central and South American Destinations	950647	5	105	7
Travel Offerings to European Destinations	950657	6	105	7
Customer and Supplier Relations	950662	7	30	2
Administrative Tasks	950675	8	75	5
Travel Packages	950684	9	60	4
Cruises	950693	10	45	3
Performing Related Activities	950705	11	75	5
Characteristics of North American Destinations	950714	12	60	4
Characteristics of Asian Destinations	950723	13	45	3
Characteristics of African and Oceanian Destinations	950734	14	60	4
Customized Travel	950744	15	60	4
Communicating in French	950755	16	75	5
Business Travel	950764	17	60	4
After-Sales Service	950772	18	30	2
Entering the Work Force	950787	19	105	7



Part I

Program Goals

Educational Aims

Statements of the Competencies

Grid of Competencies

Harmonization

Program Goals

The *Travel Consulting and Sales* program prepares students to practise the occupation of travel consultant.

Travel consultants work for licensed travel agents under an exclusive contract. To practise their occupation, travel consultants must have a certificate issued by the Office de la protection du consommateur.

Travel consultants meet with customers, identify their needs and expectations, and inform them of the agency's products and services. They help customers choose a destination, means of transportation and accommodations, and inform them of the related costs with a view to selling travel products and services. They perform administrative tasks, including making reservations, invoicing, paying for the products purchased and preparing travel documents. They are expected to provide quality service.

Travel consultants sell travel packages, cruises, theme trips (sun, culture, health, adventure, sports, ecology, etc.), business trips and tours. They also offer transportation and accommodation products and travel insurance. The range of products and services offered by travel agencies is constantly expanding.

Travel consultants also inform customers about travel conditions, such as entry and exit requirements for different countries, foreign currency, exchange rates and traveller safety.

Travel agency customers come in all ages and configurations, for example, couples, families and people travelling alone or in groups. They can also be employees of private sector companies or public or parapublic agencies, such as educational institutions and research centres. These customers are seeking personalized service and travel products adapted to increasingly specialized needs.

Travel consultants deal directly with customers at the agency, by telephone or at information meetings or trade shows. They communicate by email, via the agency's website and using social media.

The program goals of the *Travel Consulting and Sales* program are based on the general goals of vocational training. These goals are as follows:

- To help students develop effectiveness in the practice of a trade or occupation, that is:
 - to teach students to perform roles, functions, tasks and activities associated with the trade or occupation upon entry into the job market
 - to prepare students to progress satisfactorily on the job (which implies having the technical and technological knowledge and skills in such areas as communication, problem solving, decision making, ethics, health and safety)
- To help students integrate into the work force, that is:
 - to familiarize students with the job market in general, and with the specific context of their chosen trade or occupation
 - to familiarize students with their rights and responsibilities as workers
- To foster students' personal development and acquisition of occupational knowledge, skills, perceptions and attitudes, that is:
 - to help students develop their autonomy and ability to learn, and acquire effective work methods
 - to help students understand the principles underlying the techniques and the technology used in the trade or occupation
 - to help students develop self-expression, creativity, initiative and entrepreneurial spirit
 - to help students adopt the attitudes required to successfully practise the trade or occupation, and instill in them a sense of responsibility and a concern for excellence

- To promote job mobility, that is:
 - to help students develop positive attitudes toward change
 - to help students develop the means to manage their careers by familiarizing them with entrepreneurship

Educational Aims

The aim of the *Travel Consulting and Sales* program is to help students develop attitudes and behaviours that representatives from education and the field deem essential to the practice of the occupation:

- Develop a drive and motivation for their work.
- Develop a sense of responsibility.
- Develop the ability to act in a professional manner.
- Develop a desire to improve their knowledge and skills.

Statements of the Competencies

List of Competencies

- Determine their suitability for the occupation and the training process.
- Understand the global geographical context.
- Interpret customers' consumer behaviour.
- Provide customer service.
- Analyze travel offerings to Central and South American destinations.
- Analyze travel offerings to European destinations.
- Interact with customers and suppliers.
- Perform administrative tasks.
- Sell travel packages.
- Sell cruises.
- Perform activities related to travel agency sales.
- Describe North American destinations.
- Describe Asian destinations.
- Describe African and Oceanian destinations.
- Sell customized travel products.
- Communicate in French at work.
- Sell business travel.
- Provide after-sales service.
- Enter the work force.

Grid of Competencies

The grid of competencies shows the relationship between general competencies, which correspond to work-related activities, and specific competencies, which are required to practise the particular trade or occupation, as well as the major steps in the work process.

The general competencies appear on the horizontal axis and the specific competencies, on the vertical axis. The symbol (○) indicates a correlation between a general and a specific competency. The symbol (△) indicates a correlation between a specific competency and a step in the work process. Shaded symbols indicate that these relationships have been taken into account in the acquisition of specific competencies. The logic used in constructing the grid influences the course sequence. Generally speaking, this sequence follows a logical progression in terms of the complexity of the learning involved and the development of the students' autonomy. The vertical axis presents the specific competencies in the order in which they should be acquired and serves as a point of departure for determining how all of the competencies will be taught.

GRID OF COMPETENCIES		
----------------------	--	--

[illegible]

Links between the work process and the specific competencies

Δ : Existence of a link
 \blacktriangle : Application of a link

Harmonization

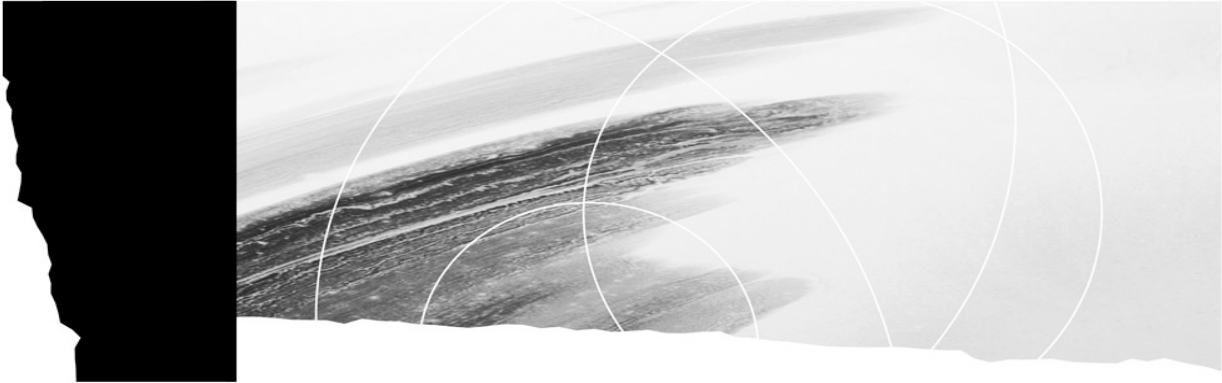
The Ministère de l'Éducation et de l'Enseignement supérieur harmonizes its vocational and technical programs by establishing similarities and continuity between secondary- and college-level programs within a particular sector or between sectors in order to avoid overlap in program offerings, to recognize prior learning and to optimize the students' progress.

Harmonization establishes consistency between training programs and is especially important in ensuring that the tasks of a trade or occupation are clearly identified and described. Harmonization makes it possible to identify tasks requiring competencies that are common to more than one program. Even if there are no common competencies, training programs are still harmonized.

Harmonization is said to be “inter-level” when it focuses on training programs at different levels, “intra-level” when it focuses on programs within the same educational level, and “inter-sector” when carried out between programs in various sectors.

An important aspect of harmonization is that it allows the common features of competencies to be identified and updated as needed. Common competencies are those that are shared by more than one program; once acquired in one program, they can be recognized as having been acquired in another. Competencies with exactly the same statement and elements are said to be identical. Common competencies that are not identical but have enough similarities to be of equal value are said to be equivalent.

Harmonization of the *Travel Consulting and Sales* program has resulted in identifying competencies that are shared with other programs. Detailed information on the harmonization of this program and its results are presented in the document entitled *Tableaux d'harmonisation, Conseil et vente de voyages*.



Part II

Program Competencies

Competency 1 Duration 30 hours Credits 2

Situational Competency

Statement of the Competency

Determine their suitability for the occupation and the training process.

Elements of the Competency

- Be familiar with the nature of the occupation.
- Understand the program of study and the training process.
- Confirm their career choice.

Learning Context

Information Phase

- Learning about the job market in travel consulting and sales: the structure of the sector of activity and the businesses it includes, the products and services sold by each type of business, job prospects for travel consultants, etc.
- Learning about travel agencies in Québec: the size and types of agencies (general agencies and agencies specializing in certain types of travel or travel to and from certain regions of the world, etc.).
- Learning about the nature and requirements of the occupation: tasks, work environment, working conditions, hiring conditions, employment and service contracts, etc.
- Learning about the laws and regulations governing the occupation: Consumer Protection Act, Travel Agents Act, Regulation respecting travel agents, etc.
- Learning about the program of study and the training process: competencies, duration of training, evaluation methods, etc.

Participation Phase

- Listing the knowledge, skills, attitudes, aptitudes and qualities needed to practise the occupation.
- Meeting with travel consultants, travel agents, tour operators, etc.
- Discussing the information gathered and their perception of the occupation (advantages, disadvantages, requirements) and the program of study as it relates to the occupation.
- Finding ways of fostering their academic success and integration into the job market.

Synthesis Phase

- Writing a report on their interpersonal skills, attitudes, aptitudes, preferences and limitations.
- Making a career choice decision by comparing the aspects and requirements of the occupation with their personal profile.

Instructional Guidelines

- Create a climate of openness and respect that encourages students to participate.
- Encourage students to discuss their points of view and make sure they can express themselves freely.
- Motivate students to participate in the proposed activities.
- Help students assess the occupation objectively.
- Provide students with the support they need to formulate observations.
- Provide students with the opportunity to meet with people working in the field and program graduates.
- Make the necessary documentation available.

Participation Criteria

Information Phase

- Gather information on most of the topics to be covered.
- Consult different sources of information to learn about the occupation and the training process.

Participation Phase

- Give their opinion on the requirements for practising the occupation.
- Adopt an attentive and respectful attitude toward their peers.
- Meet with people working in the field.

Synthesis Phase

- Write a report in which they sum up their preferences, interests, qualities and limitations, as well as their reasons for their career choice given the characteristics of the occupation.
- Discuss their career choice and the training process with the teacher.

Suggestions for Competency-Related Knowledge and Know-How

The following is a summary of the knowledge, skills, strategies, attitudes and perceptions related to each phase of the learning context, along with their attendant guidelines.

Information Phase

- Conditions for being receptive to information about the occupation and the training process: positive climate, interest, concentration and physical and psychological well-being
- Use of an Internet browser: choice of popular browser, basic functions
- Use of an Internet search engine to conduct a simple search
- Location of information in reference documents, at meetings or on the Web: research subject, sources of information and points to remember
- Note-taking method: selection of information to write down, common abbreviations and organization of information (summaries, tables, etc.)

Participation Phase

- Organization and presentation of information: summary of the information and use of appropriate vocabulary
- Discussion of their perception of the occupation with the other members of the group: advantages of expressing their point of view and listening to others
- Rules governing group discussion: active participation, active listening, observance of round-table approach, staying on topic, attentiveness to others and acceptance of different points of view

Synthesis Phase

- Reasons for their career choice: explanation of their perception of the occupation and the means made available to them to practise it, and career path considerations
- Openness to constructive criticism
- Main elements of a report confirming their career choice
- Summary of their preferences, aptitudes and interests; summary of the requirements of the occupation; comparison of the two
- Brief conclusion explaining their career choice

Competency 2

Duration 90 hours

Credits 6

Behavioural Competency

Statement of the Competency

Understand the global geographical context.

Achievement Context

- With a view to informing and advising travel agency customers
- Given geographical, topographical, hydrographic and thematic maps
- Using reference documents, such as thematic atlases
- Using websites
- Using computer hardware and software

Elements of the Competency

Performance Criteria

- | | |
|--|--|
| <p>1. Interpret geographical maps.</p> | <ul style="list-style-type: none"> • Correct interpretation of legend • Accurate determination of latitude and longitude • Accurate reading of scale • Accurate determination of the location of different countries in their respective continents and regions • Accurate identification of the various time zones |
| <p>2. Describe the major areas of the globe in geophysical terms.</p> | <ul style="list-style-type: none"> • Accurate interpretation of a world map and geophysical maps • Accurate determination of the location of major topographical elements • Accurate determination of the location of the main river systems • Correct recognition of the major climate zones and their spatial distribution • Correct recognition of the major ecosystems and their spatial distribution • Accurate determination of the location of geographical zones subject to extreme climate or geophysical phenomena |
| <p>3. Describe the major geographical zones of the world in terms of population.</p> | <ul style="list-style-type: none"> • Accurate interpretation of world map and thematic maps • Appropriate recognition of the main languages spoken in the world and their geographical distribution • Appropriate recognition of the major religions and their geographical distribution |

- Appropriate recognition of the nations and peoples and, if applicable, the main ethnic groups in each geographical zone
 - Correct association of a country's level of economic development with the presence of tourist facilities
4. Keep abreast of world news.
- Appropriate choice of sources of information
 - Identification of significant information
 - Correct assessment of the incidence of certain events on the travel market
5. Determine the spatial and time parameters of a given itinerary.
- Accurate calculation of distance and land, air and water travel time
 - Consideration of time zones

For the competency as a whole:

- Use of appropriate terminology
- Demonstration of a keen sense of observation
- Appropriate synthesis of information
- Functional organization of information

Suggestions for Competency-Related Knowledge and Know-How

The following is a summary of the knowledge, skills, strategies, attitudes and perceptions related to each element of the competency, along with their attendant guidelines.

1. Interpret geographical maps.
 - Legend: meaning of lines, symbols, pictographs, etc.; scale; time zones: Greenwich meridian, international date line, time difference, etc.
2. Describe the major areas of the globe in geophysical terms.
 - Topographical elements: mountains, canyons, valleys, plains, plateaus, etc.
 - Hydrographic elements: oceans, seas, rivers, deltas, waterfalls, lakes, etc.
 - Main characteristics of climate zones:
 - latitude
 - tropical, dry, temperate, continental and polar climates
 - rainfall, temperature and seasonal variation
 - Main characteristics of ecosystems:
 - latitude
 - equatorial, tropical, temperate and boreal forests, deserts, savannahs, steppes, tundras, etc.
 - variety, density and height of flora and biomass (insects, reptiles, mammals, etc.)
 - Extreme climate phenomena: storms, tornadoes, hurricanes, etc.
 - Plate tectonics and associated phenomena: volcanic eruptions, earthquakes and tsunamis

3. Describe the major geographical zones of the world in terms of population.
 - Thematic maps: languages, religions, economics, demographics, etc.
 - Main languages: English, French, Spanish, Portuguese, Mandarin, Russian, etc.
 - Prominent features of the major religions:
 - Christianity, Judaism, Islam, Buddhism and Hinduism
 - holy sites, places of prayer, days of rest, etc.
 - philosophy and basic principles underlying social customs
 - Definitions:
 - nation: population living in a defined territory (country or region)
 - people: group of people or community united by territory, history, language and culture
 - ethnic group: Native Americans, aboriginals, Maoris, etc.
 - Economic development:
 - human development indices of various countries defined by the Canadian International Development Agency
 - tourist facilities in various countries: international airports, terminals, transportation systems, accommodations, restaurants and medical services
4. Keep abreast of world news.
 - Geopolitical, social, economic, climate and environmental information; reliable, up-to-date sources of information; variety of information media
 - Sensitive areas or regions of the world (social tension, conflicts, epidemics, extreme climate phenomena, etc.)
5. Determine the spatial and time parameters of a given itinerary.
 - Spatial and time parameters: speed of travel depending on mode of transportation
 - Interpretation of flight schedules for trips on a north-south and east-west axis
 - Calculation of total travel time, taking into account local departure and arrival times, stopovers, transfers, etc.

Competency 3

Duration 45 hours

Credits 3

Behavioural Competency

Statement of the Competency

Interpret customers' consumer behaviour.

Achievement Context

- In travel sales situations
- Using the available documentation and reference documents

Elements of the Competency

Performance Criteria

- | | |
|---|--|
| 1. Make connections between the characteristics of various types of customers and their consumer behaviour. | <ul style="list-style-type: none"> • Accurate recognition of the main demographic, psychological, economic, environmental and sociocultural characteristics of various types of customers • Pertinent connections made • Formulation of a valid hypothesis concerning changes in a consumer's behaviour |
| 2. Identify a customer's motivations for making a purchase. | <ul style="list-style-type: none"> • Skilful use of different types of questions • Relevant questions asked • Satisfactory determination of customer's motivations for making a purchase |
| 3. Determine a customer's consumer decision-making process. | <ul style="list-style-type: none"> • Consideration of the customer's frame of reference • Correct determination of type of customer • Valid interpretation of the customer's behaviours and attitudes • Accurate determination of the steps taken by the customer in the decision-making process |
| 4. Choose the appropriate approach for dealing with a customer. | <ul style="list-style-type: none"> • Correct assessment of the customer's consumer behaviour • Regard for the customer's frame of reference • Accurate recognition of the customer's needs • Choice of an approach adapted to the customer's characteristics |

For the competency as a whole:

- Observance of the rules of professional ethics
- Attentiveness to customer
- Use of tact

Suggestions for Competency-Related Knowledge and Know-How

The following is a summary of the knowledge, skills, strategies, attitudes and perceptions related to each element of the competency, along with their attendant guidelines.

1. Make connections between the characteristics of various types of customers and their consumer behaviour.
 - Internal factors (directly related to the person):
 - demographic characteristics: age, sex, level of schooling, size of home, ethnic origin, etc.
 - generational characteristics: baby boomers, generations X, Y and Z, etc.
 - psychological characteristics: rationality (perceptions, learning and attitudes) and emotional response (motivation, personality and values)
 - economic characteristics: economic conditions (income), purchasing power, borrowing power, income prospects, etc.
 - characteristics related to environmental concerns: environmental awareness, environmental protection, sustainable development, etc.
 - External factors (related to the person's surroundings):
 - sociocultural characteristics: culture, social class, reference groups (e.g. family or ethnic group), etc.
 - Influence of these characteristics on consumer behaviour
2. Identify a customer's motivations for making a purchase.
 - Recognition of needs: difference between the actual situation and the desired situation; connection between this difference and the features of a product or service
 - Types of psychological and physiological needs; Maslow's hierarchy of needs
 - Types of questions (open, closed, dichotomous, leading, indirect) useful in determining a need
 - Different motivations for making a purchase (security, emotional response, well-being, pride, novelty, savings)
 - Customer's personal communication style: analytical, directive, friendly or expressive
3. Determine a customer's consumer decision-making process.
 - Frame of reference: the customer's surroundings (e.g. family, culture, reference groups, social class). This frame of reference provides information about what may influence the customer when it comes to making purchases; for example, information about travel packages obtained by consulting several websites
 - Customer's psychological type: thinker, positive, negative, friendly, precise, risk taker, cautious, etc.
 - Steps in the decision-making process: recognition of a need, desire or problem, search for information, comparison of options available and decision to purchase
4. Choose the appropriate approach for dealing with a customer.
 - Favourable and unfavourable attitudes and behaviours of travel consultants
 - Approach likely to have a positive effect on the consumer behaviour of various types of customers

Competency 4

Duration 30 hours

Credits 2

Behavioural Competency

Statement of the Competency

Provide customer service.

Achievement Context

- In a variety of work situations
- Given a travel agency's reference documents:
 - philosophy, objectives, policies
 - customer service concepts and strategies
- Given an agency's product offer
- Referring to competing agencies' promotional documents and websites

Elements of the Competency**Performance Criteria**

1. Adopt behaviour conducive to customer service.
 - Diligent application and promotion of the travel agency's philosophy
 - Observance of the agency's rules of conduct
 - Observance of customer service standardization principles
 - Application of the rules governing the flow of information in the agency
2. Personalize customer service.
 - Sound analysis of the customer's characteristics
 - Accurate interpretation of the customer's profile
 - Consideration of customer service priorities
 - Accurate determination of type of service to offer
 - Use of a strategy that takes the type of customer into account
 - Consideration of new trends in customer service
 - Attentive verification of customer satisfaction
3. Manage the stress inherent in customer service.
 - Recognition of their limitations
 - Use of appropriate strategies for interacting with difficult customers or dealing with delicate situations
 - Effective application of stress management techniques

4. Examine competitors' customer service practices.
 - Recognition of competing travel agencies
 - Accurate distinction between the different types of competition
 - Correct assessment of the competition's strengths and weaknesses
 - Correct comparison of the agency's customer service and that of its competitors
 - Use of means aimed at exceeding the competition's customer service practices
5. Evaluate the quality of their customer service.
 - Accurate recognition of their strengths and weaknesses
 - Appropriate use of tools for evaluating the quality of their service
 - Accurate evaluation of the achievement of the agency's customer service objectives
 - Determination of realistic means of improving their customer service

For the competency as a whole:

- Regard for the customer's characteristics
- Consideration of the customer's requests and needs
- Constant concern for customer satisfaction
- Consideration of customer service trends

Suggestions for Competency-Related Knowledge and Know-How

The following is a summary of the knowledge, skills, strategies, attitudes and perceptions related to each element of the competency, along with their attendant guidelines.

For the competency as a whole:

- Factors to be considered with respect to customer service trends: personalized service, needs, customers' needs and preferences, easy access to information, impact of globalization on travel offers and destinations, etc.

1. Adopt behaviour conducive to customer service.

Review of Competency 3, Consumer Behaviour

- The travel agency's philosophy, image, policies and objectives
- Quality service components and standards: nature of services offered, number of services, sensitivity to customers' needs, level of service, etc.
- Customer service responsibilities of travel consultants: roles, tasks, integrity, commitment, respect, etc.
- Rules of conduct, dress code, language, etc.
- Communication between customers and the agency: active listening, note-taking and feedback

2. Personalize customer service.
 - Concepts of quality and lack of quality
 - Influence of the customer's physical, psychological, economic, sociocultural and environmental characteristics on service
 - Level of service: clarification and analysis of requests, personalized service, search for information, provision of travel services and advice, help preparing a trip, follow-up upon return home, etc.
3. Manage the stress inherent in customer service.
 - Interaction with customers: strategies to use in the event of a disagreement and attitudes to adopt
 - Choice of approach based on the nature of the situation
 - Stress management techniques to reduce the level of stress related to dealings with customers
 - Importance of stress management, stress-related occupational diseases, impact of stress on performance, etc.
4. Examine competitors' customer service practices.
 - Various forms of competition with respect to service offerings, prices, sales conditions, terms of payment, etc.
 - Types of competing agencies: size, market, clientele, opening hours, etc.
 - Practices of competing agencies: comparison of the agency's strengths and weaknesses with those of a competitor
5. Evaluate the quality of their customer service.
 - The consultant's strengths and limitations with respect to the ability to evolve in an environment that focuses on the quality of customer service
 - Use of a customer service evaluation sheet
 - Customer service experiences
 - Consideration of the positive and negative aspects of their customer service
 - Determination of means of improving their customer service

Competency 5 Duration 105 hours Credits 7

Behavioural Competency

Statement of the Competency

Analyze travel offerings to Central and South American destinations.

Achievement Context

- For Central and South American destinations, including Mexico, the West Indies and the surrounding islands
- For premier destinations
- For different types of travel
- Based on travel trends
- Using geographical maps of the continent and the different countries, as well as city maps
- Using reference sources, including accessible documentation (brochures, leaflets, tourist guides, etc.) and websites of various tour operators and other suppliers of travel products
- Using information from the websites of governments, tourism offices, airline companies, etc.
- Using computer hardware and software

Elements of the Competency**Performance Criteria**

- | | |
|---|--|
| <p>1. Identify the most popular tourist destinations.</p> | <ul style="list-style-type: none"> • Accurate recognition of the most popular destinations among customers doing business with agencies and tour operators • Correct interpretation of geographical maps • Accurate determination of location of the countries, regions and major urban tourism centres • Correct interpretation of city maps |
| <p>2. Recognize the major points of interest and tourist attractions.</p> | <ul style="list-style-type: none"> • Appropriate recognition of the target destinations' main points of interest • Appropriate recognition of international historical, cultural, sports and commercial attractions, etc. • Accurate determination of the location of tourist activities and attractions • Appropriate recognition of the timing of cultural, sports and commercial events, etc. |
| <p>3. Recognize tourist facilities.</p> | <ul style="list-style-type: none"> • Appropriate recognition of important air, ground and water transportation facilities • Accurate determination of the location of tourist facilities • Appropriate recognition of the main types of accommodations |

- Correct interpretation of recognized ratings for the main hotels and other facilities providing accommodations
- 4. Specify the main travel conditions likely to influence the organization of the trip.
 - Accurate recognition of the formalities for entering a given country and, if applicable, for exiting the country
 - Consideration of the key political, economic, social and climate conditions, etc.
 - Appropriate recognition of the major health and safety risks for travellers, if applicable
 - Accurate recognition of climate conditions depending on the time of year
- 5. Examine the offerings of various tour operators and other suppliers of travel products.
 - Recognition of the offerings of the main tour operators with respect to:
 - the countries and geographical regions proposed
 - the types of travel offered
 - Recognition of the offerings of the largest air, ground and water transportation providers
 - Recognition of the offerings of the large hotel chains and other facilities providing accommodations

For the competency as a whole:

- Appropriate use of travel terminology
- Consideration of travel trends
- Selection of a variety of reliable and up-to-date sources of information
- Effective consultation of reference sources
- Functional organization of information

Suggestions for Competency-Related Knowledge and Know-How

The following is a summary of the knowledge, skills, strategies, attitudes and perceptions related to each element of the competency, along with their attendant guidelines.

For the competency as a whole:

- Travel trends to Central and South American destinations
 - emerging Central and South American destinations
 - new reasons for travelling, such as health care and personal development
 - new types of tourism, such as educational tourism and ecotourism

1. Identify the most popular tourist destinations.

Review of Competency 2, Global Geographical Context

- Premier destinations:
 - countries, regions or cities most often visited by Quebecers, and the most popular destinations among customers doing business with travel agencies and the main tour operators

- cities with large populations and tourist facilities, including an international airport
 - tourist centres: cities with a large network of hotels and in which tour operators offer tourist activities
 - Interpretation of city maps: scale, symbols, pictographs, etc.
 - Reading of accommodation maps produced by tour operators for a given destination
2. Recognize the major points of interest and tourist attractions.
- Points of interest and major tourist attractions:
 - targeted by tour operators
 - recommended by reputable tourist guides
 - recognized by an international organization, such as UNESCO World Heritage Sites
 - Activities characteristic of the main destinations in the geographical area in question, such as deep-sea diving, windsurfing and deep-sea fishing
 - Periodic events such as carnivals, cultural festivals and sports events
 - One-time events such as solar eclipses and specific events such as the raising of a shipwreck
3. Recognize tourist facilities.
- Transportation:
 - international airports connecting to international Canadian airports
 - road and rail transportation networks between countries and main regions, and internal transportation network
 - ocean and river transportation facilities
 - Accommodations:
 - major accommodation networks and hotel chains
 - hotel complexes, hotels and inns in the regions and at the destinations
 - North American and tour operator rating criteria
4. Specify the main travel conditions likely to influence the organization of the trip.
- News monitoring: consultation of media and the Government of Canada's website
 - Entry and exit formalities: travel documents required to enter the countries (e.g. valid passport and visa), including those needed for children (e.g. parental authorization) and health record (e.g. mandatory vaccinations)
 - General information about carriers' requirements, for example, with respect to luggage (number, size and weight of bags) and regulated or prohibited items; customs
 - Traveller health
 - health advice (e.g. for air sickness and long-haul flights), measures to be taken depending on the health of the traveller and for long-haul flights, etc.
 - risk areas; seasonal, epidemic and endemic illnesses and preventive and protective measures
 - advice provided by travel agencies
 - consultation of the Government of Canada's website for information about the destination country
 - consultation of specialized medical resources, such as travel health clinics
 - Traveller safety: risk areas; places, situations and activities to be avoided; government recommendations, advice provided by travel agencies, etc.
 - Climate conditions by country and season: temperature, rainfall and the best times to visit

5. Examine the offerings of various tour operators and other suppliers of travel products.
- Tour operators specializing in Central and South American destinations and their partners
 - Types of travel: major characteristics of packages, cruises, customized travel, organized tours and business travel
 - Main travel themes in this part of the world: fun in the sun and R&R; culture, history and architecture; outdoor activities, etc.
 - Main destinations served by the airlines
 - Riverboat or ocean cruise operators: organized tours and other itineraries, types of cruises, travel products, basic services, etc.
 - Railway companies: major railway axes and main destinations, rail passes for tourists, rates and conditions
 - Motor vehicles: major road axes and main destinations, fleet, buyback programs, etc.
 - Accommodations: types and characteristics of establishments (hotel chains, hotels, inns and bed and breakfasts), vacation plans, equipment (spa, pool, etc.), services, price ranges, types of clientele, etc.
 - Restaurant services: regional cuisine, country cooking, culinary specialties, wine tasting, etc.

Competency 6 Duration 105 hours Credits 7

Behavioural Competency

Statement of the Competency

Analyze travel offerings to European destinations.

Achievement Context

- For European countries and Turkey
- For premier destinations
- For different types of travel
- Based on travel trends
- Using geographical maps of the continent and the different countries, as well as city maps
- Using reference sources, including accessible documentation (brochures, leaflets, tourist guides, etc.) and websites of various tour operators and other suppliers of travel products
- Using information from the websites of governments, tourism offices, airline companies, etc.
- Using computer hardware and software

Elements of the Competency**Performance Criteria**

- | | |
|--|--|
| 1. Identify the most popular tourist destinations. | <ul style="list-style-type: none"> • Accurate recognition of the most popular destinations among customers doing business with agencies and tour operators • Correct interpretation of geographical maps • Accurate determination of location of countries, regions and major urban tourist centres • Correct interpretation of city maps |
| 2. Recognize the major points of interest and tourist attractions. | <ul style="list-style-type: none"> • Appropriate recognition of the main points of interest in the target destinations • Appropriate recognition of international historical, cultural, sports and commercial attractions, etc. • Accurate determination of the location of tourist activities and attractions • Appropriate recognition of the timing of cultural, sports and commercial events, etc. |
| 3. Recognize tourist facilities. | <ul style="list-style-type: none"> • Appropriate recognition of important air, ground and water transportation facilities • Accurate determination of the location of tourist facilities • Appropriate recognition of the main types of accommodations • Correct interpretation of recognized ratings for the main hotels and other facilities providing accommodations |

4. Specify the main travel conditions likely to influence the organization of the trip.
 - Accurate recognition of the formalities for entering a given country and, if applicable, for exiting the country
 - Consideration of the key political, economic, social, climate conditions, etc.
 - Appropriate recognition of the major health and safety risks for travellers, if applicable
 - Accurate recognition of climate conditions depending on the time of year
5. Examine the offerings of various tour operators and other suppliers of travel products.
 - Recognition of the offerings of the main tour operators with respect to:
 - the countries and geographical regions proposed
 - the types of travel offered
 - Recognition of the offerings of the largest air, ground and water transportation providers
 - Recognition of the offerings of the large hotel chains and other facilities providing accommodations

For the competency as a whole:

- Appropriate use of travel terminology
- Consideration of travel trends
- Selection of a variety of reliable and up-to-date sources of information
- Effective consultation of reference sources
- Functional organization of information

Suggestions for Competency-Related Knowledge and Know-How

The following is a summary of the knowledge, skills, strategies, attitudes and perceptions related to each element of the competency, along with their attendant guidelines.

For the competency as a whole:

- Travel trends to European destinations:
 - emerging European destinations
 - new reasons to travel to European destinations
 - new types of tourism, such as multigenerational travel

1. Identify the most popular tourist destinations.

Review of Competency 2, Global Geographical Context, and Competency 5, Travel Offerings to Central and South American Destinations

2. Recognize the major points of interest and tourist attractions.

Review of Competency 5, Travel Offerings to Central and South American Destinations

- Characteristic activities of the major European destinations, such as cultural, gastronomic and wine-tasting activities, fashion and spa treatments
- Periodic, one-time or special tourist events

3. Recognize tourist facilities.

Review of Competency 5, Travel Offerings to Central and South American Destinations

4. Specify the main travel conditions likely to influence the organization of the trip.

Review of Competency 5, Travel Offerings to Central and South American Destinations

- News monitoring: consultation of media and the Government of Canada's website
- Entry and exit formalities: travel documents required to enter the countries (e.g. valid passport and visa), including those needed for children (e.g. parental authorization) and health record (e.g. mandatory vaccinations)
- Traveller health and safety
- Climate conditions by country and season

5. Examine the offerings of various tour operators and other suppliers of travel products.

Review of Competency 5, Travel Offerings to Central and South American Destinations

- Tour operators specializing in European destinations and their partners, types of travel
- Main themes of travel to Europe: culture, history, architecture, gastronomy, nature and outdoor activities, etc.

Competency 7 Duration 30 hours Credits 2

Behavioural Competency

Statement of the Competency

Interact with customers and suppliers.

Achievement Context

- At a travel agency or occasionally at a travel tradeshow, trade fair, travel information meeting, etc.
- Given laws and regulations, including certain provisions of the Consumer Protection Act, the Travel Agents Act and the Regulation respecting travel agents
- Given the travel agency's policies and guidelines
- Given commercial documents and promotional materials
- Given customer files
- Using common software

Elements of the Competency**Performance Criteria**

- | | |
|---|---|
| 1. Establish contact with the customer. | <ul style="list-style-type: none">• Use of appropriate greetings and polite forms of address• Formulation of pertinent questions concerning the customer's requests or needs• Appropriate adaptation of language level to the customer• Effective contact made |
| 2. Provide information about travel. | <ul style="list-style-type: none">• Priority given to the customer's comments and questions• Communication of targeted and adequate information about:<ul style="list-style-type: none">– destinations and travel themes– types of travel– costs associated with various travel products• Relevant answers to questions |
| 3. Give advice on travel products. | <ul style="list-style-type: none">• Accurate comparison of options with respect to the customer's interests, preferences and budget• Identification of the specific features of each option with respect to:<ul style="list-style-type: none">– price-quality ratio– quality criteria– travel conditions, etc.• Appropriate assistance given to customer in the choice of an option |

4. Establish and maintain business relationships with suppliers.
 - Creation and appropriate management of a list of business relationships
 - Correct use of the usual methods of communication
 - Strict application of the travel agency's policies and guidelines
 - Business correspondence carefully written and containing the usual standard phrases

For the competency as a whole:

- Observance of the legal framework for exercising the occupation
- Demonstration of suitable knowledge of travel products
- Demonstration of active listening and observation
- Proper use of communication techniques
- Demonstration of attitudes and behaviours conducive to communication

Suggestions for Competency-Related Knowledge and Know-How

The following is a summary of the knowledge, skills, strategies, attitudes and perceptions related to each element of the competency, along with their attendant guidelines.

For the competency as a whole:

- The legal framework for exercising the occupation: Consumer Protection Act, Travel Agents Act and Regulation respecting travel agents
- Communication techniques: rephrasing, active listening, observation, etc.; adaptation of communication: modulation of tone and speaking rate, language level, etc.; factors to consider: function, age, customer's style of communication, etc.; policies specific to a travel agency; terms, expressions and language levels to be avoided
- Behaviours conducive to communication, such as respect for individual differences, an open mind and appropriate verbal and non-verbal attitudes

1. Establish contact with the customer.

- Greeting: standard phrases, language level, vocabulary and polite forms of address
- Positive, professional attitudes: patience, friendliness, empathy, etc.

2. Provide information about travel.

Review of Competency 3, Consumer Behaviour, Competency 4, Customer Service, Competency 5, Travel Offerings to Central and South American Destinations, and Competency 6, Travel Offerings to European Destinations

- Communication process: sender, receiver, message, feedback, etc.
- Obstacles to communication: environmental, cultural and personal factors; means of overcoming these obstacles
- Communication styles: analytical, directive, understanding, expressive, etc.; styles to cultivate
- Customer's non-verbal language: meaning of non-verbal behaviours; cues that help anticipate a person's reactions; impact on communication

3. Give advice on travel products.

- Price-quality ratio:
 - punctuality of carrier, services and equipment on board
 - rating of accommodations: type of accommodations and location (urban centre, suburb, village, proximity to the beach, etc.)
 - location and layout of the room or cabin
 - basic services, including reception, meals and room service
 - hotel facilities and services (pool, spa, gym, etc.)
 - tourist activities and excursions included in the package
- Quality criteria:
 - direct flight
 - professionalism of personnel and staff-customer ratio
 - level of services provided (personalized welcome, baggage transfer, restaurant reservations, reservations for excursions, etc.)
 - comfort of accommodations and size and cleanliness of room
 - location of room (view of the ocean or mountains, panoramic view, etc.)
 - quality and variety of food
 - environment (e.g. quality of the beach)
 - proximity to points of interest
- Travel conditions:
 - formalities for entering and exiting a country (passport, visa, health record, parental authorization, etc.)
 - traveller health (health recommendations depending on the destination and risks involved, if applicable)
 - favourable climate conditions depending on the season or time of year
 - traveller safety: political, economic and social situation conducive to tourism

4. Establish and maintain business relationships with suppliers.

- Basic word processing functions: writing a simple letter, using a spell check tool, saving and printing; business correspondence: content and presentation; terminology, spelling and grammar
- List of business relationships: mailing address, email address, website address, telephone numbers, etc.
- Basic email functions: sending and receiving messages, managing messages received, managing the list of contacts, forwarding and printing messages; organization of emails: sorting, filtering and prioritizing
- Basic spelling and grammar rules: verb agreement, syntax, writing numbers, etc.; context in which words are used
- Electronic diary in the form of a calendar: storing activities, programming meeting reminders, receiving payment, publishing travel documents, programming alarms, etc.

Competency 8

Duration 75 hours

Credits 5

Behavioural Competency

Statement of the Competency

Perform administrative tasks.

Achievement Context

- For the retail sale of travel products
- At a travel agency; for sales contracts concluded with the customer present and those concluded by telephone or email
- Given the Civil Code of Québec and other laws and regulations, including the Consumer Protection Act, the Act representing the distribution of financial products and services, the Travel Agents Act and the Regulation respecting travel agents
- Given the travel agency's policies, methods and guidelines
- Given promotional materials, administrative documents including customer files, and legal documents
- Using computer hardware, common software and software designed to make reservations and produce travel product invoices, purchase travel insurance and manage customer files

Elements of the Competency**Performance Criteria**

1. Organize their schedule.

- Consideration of appointments and other work-related activities
- Consideration of the nature and duration of the activities
- Proper determination of daily and weekly priorities
- Determination of a realistic schedule

2. Use systems for reserving travel products.

- Accurate entry of the agency's and the consultant's contact information
- Correct use of commands to find and reserve travel products
- Thorough verification of the accuracy of the reservation information
- Record of sale in the supplier's reservation system

- | | |
|--|---|
| 3. Perform tasks associated with the sale of travel insurance. | <ul style="list-style-type: none"> • Accurate information provided concerning: <ul style="list-style-type: none"> – types of protection and eligibility criteria – associated costs – conditions for reimbursement and non-reimbursement • Correct use of commands to find and purchase insurance products |
| 4. Use software to produce travel product invoices. | <ul style="list-style-type: none"> • Entry of all mandatory categories of information • Accuracy of information entered • Correct entry of the travel agency's instructions and notices |
| 5. Perform activities related to customer files. | <ul style="list-style-type: none"> • Customer file correctly filled out, if applicable • Appropriate opening and updating of customer files • Filing in accordance with the agency's guidelines: documents and customer files |
| 6. Perform activities related to the payment of travel products. | <ul style="list-style-type: none"> • Thorough application of the agency's policies and rules respecting: <ul style="list-style-type: none"> – terms and conditions of payment – records of payment entered in the customer file – receipts – transfer of amounts collected to the accounting department • Accurate calculation of: <ul style="list-style-type: none"> – amounts payable to the supplier – consultant's commission |
| 7. Perform activities related to travel documents. | <ul style="list-style-type: none"> • Thorough verification of the travel documents sent to the agency by the supplier: <ul style="list-style-type: none"> – inclusion of all information concerning the travel products sold – accurate information and compliance with the request sent to the supplier • Organized and careful presentation of travel documents • Delivery of travel documents to the customer within the prescribed time frame |

For the competency as a whole:

- Observance of the legal framework for exercising the occupation
- Effective use of computer hardware and software
- Use of appropriate terminology

Suggestions for Competency-Related Knowledge and Know-How

The following is a summary of the knowledge, skills, strategies, attitudes and perceptions related to each element of the competency, along with their attendant guidelines.

For the competency as a whole:

- Legal framework for exercising the occupation: *Travel Agents Act*, *Regulation respecting travel agents* and sections of the *Civil Code of Québec*, the *Consumer Protection Act*, the *Act respecting the distribution of financial products and services*, and the *Carriage by Air Act*
1. Organize their schedule.
 - Planning tools: electronic diary, email, voice mail, tools for following up with customers and business partners, etc.
 - Typical activities: making appointments with customers and suppliers, finding information about travel products at a customer's request, making reservations, invoicing, managing files, receiving and verifying payments, preparing and delivering travel documents, etc.
 2. Use systems for reserving travel products.
 - Reservation system codes
 - Filter settings:
 - travel products: means of transportation, accommodations, type of travel, etc.
 - dates of stay and destination(s)
 - costs and rates
 - suppliers: tour operators, hotel operators, carriers, vehicle rental agencies, etc.
 - reservation procedures: purchase option and purchase confirmation
 - Record of sale in the reservation system: customer identification; notice of payment to supplier and terms of payment; reservation confirmation number
 3. Perform tasks associated with the sale of travel insurance.
 - Additional protection provided for by law: travel insurance and types of trip cancellation or interruption insurance, baggage insurance, medical assistance insurance, medical costs insurance, etc.
 - Main insurance companies with which Québec travel agencies do business
 - Information that must be communicated to customers: type of guarantee, deadline for cancelling the contract, insurance claims procedure, etc.
 4. Use software to produce travel product invoices.
 - Specialized invoicing software used by travel agencies
 - Information that must be included in a sales contract:
 - day, month and year of the transaction
 - customer's name and mailing address; name of each traveller
 - description of each travel product sold or provision of supplier's brochure
 - prices of products and applicable taxes; amount of the contribution to the Compensation fund for customers of travel agents, method of payment, payment received and balance payable depending on the travel agency's or the supplier's payment conditions; mention that the funds collected by the travel agency will be deposited in trust; conditions for reimbursement or non-reimbursement of the funds collected (travel agency or supplier)
 - name of the travel consultant who made the sale

- Legal protection of amounts paid by customers: individual bond, trust account and compensation fund; additional protection afforded by purchasing the product using a credit card
- Rules applicable to sales contracts concluded by telephone or email
- Price changes: possible causes, legal deadline and customer's right of refusal
- Agency instructions or notices, for example, a reminder of the requirements for entering or exiting a country, or the importance of verifying the flight's departure time

5. Perform activities related to customer files.

- Database and word processing software
- Customer file (general information about the customer)
 - travelling as a couple, family or group, travelling alone, etc.
 - preference for a geographical area or type of travel, travel experience and habits
 - favourite times of the year to travel, time constraints, etc.
- Customer file:
 - information about the customer and other travellers: date of birth, passport number and validity or copy of passport, etc.
 - copy of sales contract (invoice and receipt)
 - copy of travel insurance contract, customer's signature if insurance is refused
 - date of delivery of travel documents
 - after-sales follow-up information
- Agency's filing system: customer files, accounting records, passenger records, insurance records, electronic files, etc.

6. Perform activities related to the payment of travel products.

- Terms of payment: cash (collection and verification of amounts), debit or credit card (validity of card, credit record and signature), cheque (date, amount, signature and identification); the agency's policies with respect to payment by cheque
- Price policies: sales prices, rebates (discounts) and promotional prices
- Calculation of provincial and federal taxes
- Calculation of the consultant's commission and total sales

7. Perform activities related to travel documents.

- Travel documents: invoice; air, motor and rail transportation documents; itinerary and vouchers (accommodations, activities or excursions included, etc.); insurance contract; business card, advice or recommendations for travellers, etc.
- Transmission of documents by mail or email; legal deadline for delivery

Competency 9

Duration 60 hours

Credits 4

Behavioural Competency

Statement of the Competency

Sell travel packages.

Achievement Context

- At a travel agency
- In an all-inclusive format, especially sun-destination packages
- Based on travel trends
- Based on the customer's travel plans
- Referring to the laws and regulations governing the occupation
- Using promotional materials produced by the agency and suppliers, including tour operators
- Using administrative and legal documents, including customer files and sales contracts
- Using systems for reserving travel products and common and specialized software

Elements of the Competency

Performance Criteria

- | | |
|---|---|
| 1. Greet the customer. | <ul style="list-style-type: none"> • Effective organization of schedule • Correct application of the travel agency's greeting procedure • Proper choice of questions aimed at clarifying the customer's request • Record of pertinent general information |
| 2. Determine the customer's profile. | <ul style="list-style-type: none"> • Attentive observation of customer's behaviour • Correct determination of customer's motivations for the purchase • Appropriate recognition of the customer's stage in the decision-making process • Choice of an approach adapted to the customer's profile |
| 3. Clarify the customer's travel plans. | <ul style="list-style-type: none"> • Proper choice of questions aimed at defining the customer's travel plans • Correct determination of the customer's needs and expectations • Communication of accurate and up-to-date information about package characteristics and the main travel themes • Accurate rephrasing of the customer's expressed needs and expectations • Record of pertinent detailed information |

4. Propose packages.
 - Consideration of promotions and discounts, if applicable
 - Search for packages using the filter setting determined with the customer
 - Selection of offerings beneficial for the customer and the agency
 - Promotion of the packages selected
 - Regular verification of the customer's understanding of the packages offered
 - Appropriate assistance given to the customer in the choice of a package
5. Counter any objections.
 - Clarification of objections
 - Accurate determination of the reasons for the objections
 - Respect for the customer's point of view
 - Objections countered with pertinent answers
6. Offer travel insurance.
 - Verification of the customer's travel insurance coverage
 - Communication of accurate and complete information about insurance protection and the associated costs
 - Calculation of the cost of the insurance based on the protection chosen
 - Request for the customer's signature in the case of refusal of travel insurance
7. Reach an agreement.
 - Clear and complete summary of the content and cost of the package chosen by the customer
 - Communication of clear and accurate information about the general purchase conditions and terms of payment
 - Receipt of the customer's approval
 - Accurate record of the required information in the customer file
8. Reserve the travel products.
 - Accurate entry of the required information in the system for reserving travel products
 - Collection of payment for the purchases
 - Transmission to suppliers of:
 - payment or a guarantee of payment
 - the passenger record(s)
 - Receipt of a confirmation number
 - Verification of the accuracy of the reservation and invoice received from the tour operator or supplier

9. Produce an invoice.
 - Accurate and complete entry of customer's contact information
 - Complete, detailed list of products included in the package and their cost
 - Sales contract duly signed by the customer
 - Copy of the invoice given to the customer
10. Conclude the transaction.
 - Verification of the accuracy of the information in the travel documents
 - Professional presentation of travel documents
 - Travel documents delivered within the prescribed time frame
 - Functional filing of administrative and accounting documents

For the competency as a whole:

- Observance of the legal framework for exercising the occupation
- Demonstration of familiarity with the packages available on the market
- Consideration of travel trends
- Proper use of sales techniques
- Attentiveness and respect toward customer
- Quality of spoken and written language

Suggestions for Competency-Related Knowledge and Know-How

The following is a summary of the knowledge, skills, strategies, attitudes and perceptions related to each element of the competency, along with their attendant guidelines.

1. Greet the customer.

Review of Competency 3, Consumer Behaviour, Competency 4, Customer Service, Competency 5, Travel Offerings to Central and South American Destinations, Competency 6, Travel Offerings to European Destinations, and Competency 7, Customer and Supplier Relations

Review of functionality of workspace and availability of documentation, including promotional materials

- Concept of sales: evolution of sales, professional ethics, and assistance and advice offered to customers
- Types of sales: at the agency, by telephone, by email, via the agency's website, at home, at trade shows, etc.
- Sales strategies: the three P's of successful sales (perseverance, positivity and patience)
- Rules for greeting customers at the agency: saying hello, moving toward the customer, shaking hands, offering the customer a seat, etc.; positive and professional attitude, adaptation to the customer's personality type (relaxed, friendly, empathetic, etc.); rules for answering the phone at the agency
- General information: when? who? where? how many?

2. Determine the customer's profile.

Review of Competency 3, Consumer Behaviour

- Customer profile, characteristics of behavioural styles: analytical, directive, friendly, expressive, etc.
- Establishment of contact with customer; creation of a good impression; factors to consider: neat appearance adapted to the agency's image, courtesy, mental preparation
- Techniques for engaging customers; AIDA (attention, interest, desire, action)

3. Clarify the customer's travel plans.

Review of Competency 7, Customer and Supplier Relations

- Characteristics of travel packages:
 - usual package contents: flight, accommodations, transfer from airport to accommodations, meals, drinks, tourist activities, excursions
 - travel themes: sun, vacation, relaxation, outdoor activities, culture and history, etc.
 - products and services not included (certain activities and excursions, high-end restaurants, personal care, massages, beauty care, etc.)
- Travel conditions depending on the destination and the season
- Types of questions to help determine the customer's needs: open, closed, leading, dichotomous, control, etc.
- Rephrasing techniques and strategies: repetition of statements with qualifiers, rephrasing of statements as questions, refocusing of discussion, silence, etc.
- Needs and expectations:
 - needs: rest, wellness, discovery, learning, change of scenery, fitness, etc.
 - preferences: food and types of cuisine, types of activities, personalized services (e.g. personal care, babysitting), etc.
 - expectations: safety, cleanliness, tranquillity or activity, privacy, etc.
- Travel experience: positive and negative aspects; types of travel and tour operators; places visited, times of year, distance travelled, budget, etc.

4. Propose packages.

Review of Competency 3, Consumer Behaviour, and Competency 7, Customer and Supplier Relations

- Major tour operators' package offerings; rating of packages; promotions and discounts offered by tour operators; featured products
- Search filter settings: country, city, budget, tour operator's rating of the package
- Importance of having an alternate plan
- Main sales terms, words conducive to selling: benefit, improve, easy, proven, economical, take advantage, etc.; words that encourage customers to buy: affordable, perfect, profitable, exclusive, guaranteed, etc.
- Advantages of the packages selected: weather for the time of year, location of hotel, proximity or access to the beach, products and services included such as meals, activities and excursions, distance from the airport, cost, etc.
- Meaning of customer's verbal and non-verbal cues

5. Counter any objections.

Review of Competency 3, Consumer Behaviour, and Competency 4, Customer Service

- Main objections, definition of an objection, categories of objections: about the travel product and services, the price or cost, lack of interest, etc.

- Ways of overcoming objections: silent technique, questioning technique, why technique, defusing technique, delaying technique, etc. Steps to follow to deal with objections: listen, anticipate, sympathize, clarify, rephrase the objection, answer with adapted argument, confirm the customer's response, move on

6. Offer travel insurance.

Review of Competency 7, Customer and Supplier Relations, and Competency 8, Administrative Tasks

- Special travel insurance needs: based on age (e.g. babies, young children, seniors), state of health (e.g. people with disabilities or special needs), destination, duration of stay, etc.

7. Reach an agreement.

Review of Competency 7, Customer and Supplier Relations, and Competency 8, Administrative Tasks

- Usual package contents (transportation, accommodations, type of room, etc.); cost of package selected
- Purchase conditions and terms of payment depending on the supplier and the travel agency
- Customer file: name on passport, number of travellers, birth date, mailing address, email address, telephone number, destination, type of hotel, carrier(s), meal plan, etc.
- Techniques for closing a sale: direct close, alternative close, assumption close, etc.
- Attitude to adopt if the sale falls through: absence of sarcasm and aggressiveness, respect for the customer's point of view, etc.

8. Reserve the travel products.

Review of Competency 7, Customer and Supplier Relations, and Competency 8, Administrative Tasks

9. Produce an invoice.

Review of Competency 7, Customer and Supplier Relations, and Competency 8, Administrative Tasks

- Legal responsibilities of the consultant and the travel agency

10. Conclude the transaction.

Review of Competency 8, Administrative Tasks

- Travel documents: invoice, travel ticket, itinerary, vouchers, insurance contract, etc.
- Travel agency's recommendations and advice on how to prepare for and organize the trip (foreign currency, traveller's cheques, health record, etc.)
- Importance of ensuring customer satisfaction, expressing their own satisfaction and thanking the customer

Competency 10 Duration 45 hours Credits 3

Behavioural Competency

Statement of the Competency

Sell cruises.

Achievement Context

- At a travel agency
- Including ocean, river and polar cruises
- Based on travel trends
- Based on the customer's travel plans
- Referring to the laws and regulations governing the occupation
- Using promotional materials produced by the agency and suppliers, including tour operators
- Using administrative and legal documents, including customer files and sales contracts
- Using systems for reserving travel products and common and specialized software

Elements of the Competency**Performance Criteria**

- | | |
|---|--|
| 1. Greet the customer. | <ul style="list-style-type: none"> • Effective organization of schedule • Correct application of the travel agency's greeting procedure • Proper choice of questions aimed at clarifying the customer's request • Record of pertinent general information |
| 2. Provide information about the cruises. | <ul style="list-style-type: none"> • Communication of pertinent and sufficient information about: <ul style="list-style-type: none"> – the characteristics of different cruises, including destination, itinerary, stopovers, onboard services and theme, if applicable – types of cruise ships • Pertinent information provided about the rules to follow on board a cruise ship |
| 3. Determine the customer's profile. | <ul style="list-style-type: none"> • Attentive observation of customer's behaviour • Correct determination of customer's motivations for the purchase • Appropriate recognition of the customer's stage in the decision-making process • Choice of an approach adapted to the customer's profile |
| 4. Clarify the customer's travel plans. | <ul style="list-style-type: none"> • Proper choice of questions aimed at defining the customer's travel plans • Correct determination of the customer's needs and expectations |

- Consideration of the customer's interests, preferences and travel experience, if applicable
 - Accurate rephrasing of the customer's expressed needs and expectations
 - Record of detailed, pertinent information
5. Suggest cruises.
- Search for cruises using the filter settings determined with the customer
 - Selection of offerings beneficial for the customer and the agency
 - Promotion of the selected cruises
 - Appropriate presentation of additional or upgraded travel products
 - Regular verification of the customer's understanding of the cruises offered
 - Appropriate assistance given to the customer in the choice of a cruise
6. Offer travel insurance.
- Verification of the customer's travel insurance coverage
 - Communication of accurate and complete information about insurance protection and the associated costs
 - Accurate calculation of the cost of the insurance based on the protection chosen
 - Request for the customer's signature in the case of refusal of travel insurance
7. Reach an agreement.
- Clear and complete summary of the customer's choices
 - Accurate calculation of the cost of the travel products chosen by the customer
 - Communication of clear and accurate information about the general purchase conditions and terms of payment
 - Receipt of the customer's approval
 - Accurate record of the required information in the customer file
8. Reserve the travel products.
- Accurate entry of the required information in the system for reserving travel products
 - Collection of payment for the purchases
 - Transmission to suppliers of:
 - payment or a guarantee of payment
 - the passenger record(s)
 - Receipt of a confirmation number
 - Verification of the accuracy of the reservation and invoice received from the suppliers
 - Notification of tour operator of the customer's special needs, if applicable

9. Produce an invoice.
 - Accurate and complete entry of customer's contact information
 - Complete, detailed list of products and their cost
 - Sales contract duly signed by the customer
 - Copy of the invoice given to the customer
10. Conclude the transaction.
 - Verification of the accuracy of the information in the travel documents
 - Professional presentation of travel documents
 - Travel documents delivered within the prescribed time frame
 - Functional filing of administrative and accounting records

For the competency as a whole:

- Observance of the legal framework for exercising the occupation
- Demonstration of familiarity with the offerings of cruise suppliers
- Consideration of travel trends
- Proper use of sales techniques
- Attentiveness and respect toward customer
- Quality of spoken and written language

Suggestions for Competency-Related Knowledge and Know-How

The following is a summary of the knowledge, skills, strategies, attitudes and perceptions related to each element of the competency, along with their attendant guidelines.

1. Greet the customer.

Review of Competency 3, Consumer Behaviour, Competency 4, Customer Service, Competency 7, Customer and Supplier Relations, and Competency 9, Travel Packages

- Major suppliers' cruise offerings; regions served by the major cruise operators and fleet of ships
- Characteristics of the client's request: budget, number of people, duration of stay, time of year, destination (country or geographical area), etc.

2. Provide information about the cruises.

Review of Competency 5, Travel Offerings to Central and South American Destinations, Competency 6, Travel Offerings to European Destinations, and Competency 7, Customer and Supplier Relations

- Types of ships used for river, ocean and polar cruises (tonnage and passenger-crew ratio): cruise liners and pleasure boats (barges, sailboats, etc.)
- Main cruise operators: regions served (itineraries and stopovers); boarding and landing ports; travel themes, if applicable (gastronomy, culture, history, discovery, etc.), types of clientele

- Interpretation of cruise ship plans: bridges, decks, cabins (class, location, size, etc.), location of services (dining rooms and bars, personal care, medical care, etc.), recreation and entertainment facilities (adults and children), etc.
 - Rates by rating: classes of cabins, services included, pay-per-use services and additional costs (stopovers, alcohol, etc.)
 - Rules of conduct on a cruise ship, such as observance of safety rules and activity schedules (meals, stopovers and excursions) and dress code
3. Determine the customer's profile.
Review of Competency 3, Consumer Behaviour
 4. Clarify the customer's travel plans.
Review of Competency 7, Customer and Supplier Relations, and Competency 9, Travel Packages
 - Travel plans: theme, type of ship, number of passengers, onboard activities, stopovers, etc.
 5. Suggest cruises.
Review of Competency 7, Customer and Supplier Relations, and Competency 9, Travel Packages
 - Selection of cruises based on the customer's profile and travel plans
 - Complementary products (directly related to the initial purchase), such as airline tickets
 - Additional products (not directly related to the initial purchase), such as excursions, beauty care or beverage packages
 - Cross-selling techniques: presenting a product or service unrelated to the initial service or product purchased, for example, tickets to a conference on the travel theme
 - Description of the characteristics and advantages of the complementary or additional products and upgrades
 6. Offer travel insurance.
Review of Competency 7, Customer and Supplier Relations, Competency 8, Administrative Tasks, and Competency 9, Travel Packages
 7. Reach an agreement.
Review of Competency 7, Customer and Supplier Relations, Competency 8, Administrative Tasks, and Competency 9, Travel Packages
 8. Reserve the travel products.
Review of Competency 8, Administrative Tasks
 - Reservation systems specific to cruises
 9. Produce an invoice.
Review of Competency 8, Administrative Tasks
 - Record of complementary and additional products and upgrades
 10. Conclude the transaction.
Review of Competency 8, Administrative Tasks, and Competency 9, Travel Packages

Competency 11 Duration 75 hours Credits 5

Situational Competency

Statement of the Competency

Perform activities related to travel agency sales.

Elements of the Competency

- Become familiar with the operation of a travel agency: organization, policies, work methods, etc.
- Become part of a work team.
- Engage in simple work-related activities.
- Take stock of their learning.

Learning Context

Information Phase

- Learning about the terms and conditions for the practicum.
- Setting criteria for selecting travel agencies.
- Listing travel agencies likely to hire student trainees.
- Taking steps to obtain a practicum position: making contact, writing a letter of introduction and obtaining and undergoing a hiring interview.
- Finding information about the operation and organization of the chosen agency and the activities to be performed.

Participation Phase

- Observing the work context: structure of the agency, functions of staff members, working conditions, etc.
- Observing travel consultants at work.
- Interacting with staff members.
- Becoming familiar with the travel products and services suggested by the agency.
- Applying the agency's customer service practices.
- Performing or helping with simple activities related to travel sales.

Synthesis Phase

- Writing a practicum report.
- Participating in a group discussion of the experience and learning acquired during the practicum.

Instructional Guidelines

- Make sure that conditions are in place for the successful completion of the practicum.
- Provide students with observation checklists or questionnaires.
- Implement a mechanism to monitor students in the workplace, stay in touch with the agency, make the necessary changes to ensure the successful completion of the practicum and obtain feedback from the agency on the student trainee's behaviour and attitude.
- Intervene effectively and diligently in the case of difficulties.
- Be available to discuss each student's observations and self-evaluation report.

Participation Criteria

Information Phase

- Take steps to find a practicum position.
- Write a letter of introduction and sit for an interview.
- Gather information about the chosen travel agency.

Participation Phase

- Report to work faithfully and on time.
- Take an interest in the travel products and services sold by the agency.
- Perform or help with simple work-related activities.

Synthesis Phase

- Write a practicum report.
- Express their opinion on their practicum experience.

Suggestions for Competency-Related Knowledge and Know-How

The following is a learning context, along with the competency-related knowledge and know-how associated with the different phases.

Information Phase

- Terms and conditions of the practicum and other information: objectives, duration, supervision, requirements, participation criteria and rules in effect at the travel agency.
- Identification of agencies likely to meet their expectations and needs; consultation of a variety of sources; identification of agencies that have taken on student trainees in the past.
- Steps in the process of obtaining a practicum position; attitudes and behaviours conducive to a successful practicum search; establishment of contact with the employer, agreement on the terms and conditions of the practicum, confirmation; collection of the necessary documents.

Participation Phase**Review of Competency 4, Customer Service**

- Observation of and compliance with the work team's methods; adoption of attitudes and behaviours conducive to harmonious integration into the work team; receipt and transmission of information; acceptance of advice and comments; feedback; verification of the satisfaction of the practicum supervisors.
- Adoption of attitudes and behaviours conducive to successful completion of the practicum; determination of the qualities appreciated by the employer; attitudes making it possible to get the most out of the experience; application of the rules of professional ethics.
- Production of a journal: record of useful and important elements with a view to writing a report on the experience.
- Observation of the work context, tasks, application of rules and policies, etc.; recording of observations in their journal.
- List of activities performed during the practicum; typical contents of a practicum report; report on daily activities performed and observed: new learning, problems encountered, solutions found, etc.; comments on their performance of work-related activities; use of a journal.

Synthesis Phase

- Consideration of whether they achieved their objectives; criteria to consider; self-evaluation.
- Discussion of their opinions with classmates after the practicum; post-mortem of their experience.
- Mention of positive elements and their level of satisfaction; mention of problems encountered and solutions found; perception of the occupation before and after the practicum; use of practicum report.
- Connection between the learning acquired in the program and the activities observed or performed in the workplace; identification of aspects of the program that correspond more or less to the training received in terms of workplace, professional practices, job requirements, etc.

Competency 12 Duration 60 hours Credits 4

Behavioural Competency

Statement of the Competency

Describe North American destinations.

Achievement Context

- For North American destinations, including destinations in Québec
- For premier destinations
- For different types of travel
- Based on travel trends
- Using geographical maps of the continent and the different countries, as well as city maps
- Using reference sources, including accessible documentation (brochures, leaflets, tourist guides, etc.) and websites of various tour operators and other suppliers of travel products
- Using information from the websites of governments, tourism offices, airline companies, etc.
- Using computer hardware and software

Elements of the Competency**Performance Criteria**

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. Determine the location of the most popular North American destinations. | <ul style="list-style-type: none"> • Accurate recognition of the most popular destinations among Quebecers • Correct interpretation of geographical maps • Accurate determination of location of countries, regions and major urban tourist centres • Correct interpretation of city maps |
| <ol style="list-style-type: none"> 2. Recognize the main tourist facilities. | <ul style="list-style-type: none"> • Appropriate recognition of important air, ground and water transportation facilities • Accurate determination of the location of tourist facilities • Appropriate recognition of the main types of accommodations • Correct interpretation of recognized ratings for the main hotels and other facilities providing accommodations |
| <ol style="list-style-type: none"> 3. Specify the main travel conditions likely to influence the organization of the trip. | <ul style="list-style-type: none"> • Accurate recognition of the formalities for entering a given country and, if applicable, for exiting the country • Consideration of the key political, economic, social, climate conditions, etc. • Appropriate recognition of the major health and safety risks for travellers, if applicable • Appropriate recognition of climate conditions depending on the time of year |

4. Consult travel offerings for the targeted North American destinations.
 - Recognition of the main tour operators and suppliers of travel products serving these destinations
 - Recognition of the most popular types of travel sold by the main tour operators
 - Recognition of the most popular travel products sold by the major air, ground and water transportation providers
 - Recognition of the most popular travel products sold by large hotel chains and other facilities providing accommodations

For the competency as a whole:

- Appropriate use of travel terminology
- Consideration of travel trends
- Selection of a variety of reliable and up-to-date sources of information
- Effective consultation of reference sources
- Functional organization of information

Suggestions for Competency-Related Knowledge and Know-How

The following is a summary of the knowledge, skills, strategies, attitudes and perceptions related to each element of the competency, along with their attendant guidelines.

For the competency as a whole:

- Travel trends:
 - emerging North American destinations
 - new types of tourism in North America
 - new reasons for travelling within North America
1. Determine the location of the most popular North American destinations.
 Review of Competency 2, Global Geographical Context, and Competency 5, Travel Offerings to Central and South American Destinations
 - Premier North American destinations and those most popular among Quebecers
 2. Recognize the main tourist facilities.
 Review of Competency 5, Travel Offerings to Central and South American Destinations
 - International U.S. airports connecting to international Canadian airports
 - Railway and road networks serving the targeted North American destinations
 - Location and areas of activity of international cruise operators serving North America
 - Networks of hotel chains and other facilities providing accommodations; tour operators' rating of establishments

3. Specify the main travel conditions likely to influence the organization of the trip.

Review of Competency 5, Travel Offerings to Central and South American Destinations

- Key news items: monitoring of events in the media and consultation of the Government of Canada's website for traveller advice
- Formalities for entering and exiting a country and traveller health
- Climate conditions by country and season: temperature, rainfall and best times of the year to travel

4. Consult travel offerings for the targeted North American destinations.

Review of Competency 5, Travel Offerings to Central and South American Destinations

- Tour operators specializing in North American destinations and their partners; other suppliers of travel products
- Most popular types of travel: packages, cruises, customized travel, business travel

Competency 13 Duration 45 hours Credits 3

Behavioural Competency

Statement of the Competency

Describe Asian destinations.

Achievement Context

- For different types of travel
- For premier destinations
- Based on travel trends
- Using geographical maps of the continent and the different countries
- Using reference sources, including accessible documentation (brochures, leaflets, tourist guides, etc.) and websites of various tour operators and other suppliers of travel products
- Using information from the websites of governments, tourism offices, airline companies, etc.
- Using computer hardware and software

Elements of the Competency**Performance Criteria**

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. Determine the location of the most popular Asian destinations. | <ul style="list-style-type: none"> • Accurate recognition of the most popular destinations among Quebecers • Correct interpretation of geographical maps • Accurate determination of location of countries, regions and major urban tourist centres • Correct interpretation of city maps |
| <ol style="list-style-type: none"> 2. Recognize the main tourist facilities. | <ul style="list-style-type: none"> • Appropriate recognition of important air, ground and water transportation facilities • Accurate determination of the location of tourist facilities • Appropriate recognition of the main types of accommodations • Correct interpretation of recognized ratings for the main hotels and other facilities providing accommodations |
| <ol style="list-style-type: none"> 3. Specify the main travel conditions likely to influence the organization of the trip. | <ul style="list-style-type: none"> • Accurate recognition of the formalities for entering a given country and, if applicable, for exiting the country • Consideration of the key political, economic, social and climate conditions, etc. • Appropriate recognition of the major health and safety risks for travellers, if applicable • Appropriate recognition of climate conditions depending on the time of year |

4. Consult travel offerings for the targeted Asian destinations.
 - Recognition of the main tour operators and suppliers of travel products serving these destinations
 - Recognition of the most popular types of travel sold by the main tour operators
 - Recognition of the most popular travel products sold by the major air, ground and water transportation providers
 - Recognition of the most popular travel products sold by large hotel chains and other facilities providing accommodations

For the competency as a whole:

- Appropriate use of travel terminology
- Consideration of travel trends
- Selection of a variety of reliable and up-to-date sources of information
- Effective consultation of reference sources
- Functional organization of information

Suggestions for Competency-Related Knowledge and Know-How

The following is a summary of the knowledge, skills, strategies, attitudes and perceptions related to each element of the competency, along with their attendant guidelines.

For the competency as a whole:

- Travel trends:
 - emerging Asian destinations
 - new types of tourism in Asia
 - new reasons for travelling to Asia
1. Determine the location of the most popular Asian destinations.
Review of Competency 2, Global Geographical Context, and Competency 5, Travel Offerings to Central and South American Destinations
 - Premier Asian destinations: China, Thailand, Vietnam, Japan, Malaysia, United Arab Emirates, etc. (excluding Turkey)
 - Most popular Asian destinations among Quebecers
 2. Recognize the main tourist facilities.
Review of Competency 2, Global Geographical Context, and Competency 5, Travel Offerings to Central and South American Destinations
 3. Specify the main travel conditions likely to influence the organization of the trip.
Review of Competency 5, Travel Offerings to Central and South American Destinations
 - Key news items: monitoring of events in the media and consultation of the Government of Canada's website for traveller advice
 - Formalities for entering and exiting a country and traveller health and safety
 - Climate conditions by country and time of year: temperature, rainfall and the best times to travel

4. Consult travel offerings for the targeted Asian destinations.

Review of Competency 5, Travel Offerings to Central and South American Destinations

- Tour operators specializing in Asian destinations and their partners; other suppliers of travel products
- Most popular types of travel: packages, cruises, customized travel, business travel

Competency 14

Duration 60 hours

Credits 4

Behavioural Competency

Competency

Describe African and Oceanian destinations.

Achievement Context

- For different types of travel
- For premier destinations
- Based on travel trends
- Using geographical maps of the continent and the different countries, as well as city maps
- Using reference sources, including accessible documentation (brochures, leaflets, tourist guides, etc.) and websites of various tour operators and other suppliers of travel products
- Using information from the websites of governments, tourism offices, airline companies, etc.
- Using computer hardware and software

Elements of the Competency

Performance Criteria

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. Determine the location of the most popular African and Oceanian destinations. | <ul style="list-style-type: none"> • Accurate recognition of the most popular destinations among Quebecers • Correct interpretation of geographical maps • Accurate determination of location of countries, regions and major urban tourist centres • Correct interpretation of city maps |
| <ol style="list-style-type: none"> 2. Recognize the main tourist facilities. | <ul style="list-style-type: none"> • Appropriate recognition of important air, ground and water transportation facilities • Accurate determination of the location of tourist facilities • Appropriate recognition of the main types of accommodations • Correct interpretation of recognized ratings for the main hotels and other facilities providing accommodations |
| <ol style="list-style-type: none"> 3. Specify the main travel conditions likely to influence the organization of the trip. | <ul style="list-style-type: none"> • Accurate recognition of the formalities for entering a given country and, if applicable, for exiting the country • Consideration of the key political, economic, social and climate conditions, etc. • Appropriate recognition of the major health and safety risks for travellers, if applicable • Appropriate recognition of climate conditions depending on the time of year |

4. Consult travel offerings for the targeted African and Oceanian destinations.
 - Recognition of the main tour operators and suppliers of travel products serving these destinations
 - Recognition of the most popular types of travel sold by the main tour operators
 - Recognition of the most popular travel products sold by the major air, ground and water transportation providers
 - Recognition of the most popular travel products sold by large hotel chains and other facilities providing accommodations

For the competency as a whole:

- Appropriate use of travel terminology
- Consideration of travel trends
- Selection of a variety of reliable and up-to-date sources of information
- Effective consultation of reference sources
- Functional organization of information

Suggestions for Competency-Related Knowledge and Know-How

The following is a summary of the knowledge, skills, strategies, attitudes and perceptions related to each element of the competency, along with their attendant guidelines.

For the competency as a whole:

- Travel trends:
 - emerging African and Oceanian destinations
 - new types of tourism in Africa and Oceania
 - new reasons for travelling to Africa and Oceania
1. Determine the location of the most popular African and Oceanian destinations.
Review of Competency 2, Global Geographical Context, and Competency 5, Travel Offerings to Central and South American Destinations
 - Premier African and Oceanian destinations and those most popular among Quebecers
 - In Africa, for example:
 - North Africa, including Morocco, Tunisia and Egypt
 - Equatorial Africa, including Kenya and Tanzania
 - Southern Africa, including Zimbabwe, Botswana, Namibia and South Africa
 - In Oceania, for example:
 - Australia, New Zealand and some Pacific islands
 2. Recognize the main tourist facilities.
Review of Competency 5, Travel Offerings to Central and South American Destinations

3. Specify the main travel conditions likely to influence the organization of the trip.

Review of Competency 5, Travel Offerings to Central and South American Destinations

- Key news items: monitoring of events in the media and consultation of the Government of Canada's website for traveller advice
- Formalities for entering and exiting a country: passport, visa, parental authorization, health record (e.g. mandatory vaccinations), etc.; traveller health and safety
- Climate conditions by country and time of year: temperature, rainfall and the best times to travel

4. Consult travel offerings for the targeted African and Oceanian destinations.

Review of Competency 5, Travel Offerings to Central and South American Destinations

- Tour operators specializing in African and Oceanian destinations and their partners; other suppliers of travel products
- Most popular types of travel: packages, cruises, customized travel, business travel

Competency 15 Duration 60 hours Credits 4

Behavioural Competency

Statement of the Competency

Sell customized travel products.

Achievement Context

- At a travel agency
- For a given travel theme
- For no more than four people
- Based on travel trends
- Referring to the laws and regulations governing the occupation
- Using promotional materials produced by the agency and suppliers, including tour operators
- Using administrative and legal documents, including customer files and sales contracts
- Using systems for reserving travel products, and common and specialized software

Elements of the Competency**Performance Criteria**

- | | |
|--|--|
| 1. Greet the customer. | <ul style="list-style-type: none"> • Effective organization of schedule • Correct application of the travel agency's greeting procedure • Proper choice of questions aimed at clarifying the customer's request <ul style="list-style-type: none"> – geographical area or region considered – budget and number of travellers – duration of stay – time of year • Record of pertinent general information |
| 2. Determine the customer's profile. | <ul style="list-style-type: none"> • Attentive observation of customer's behaviour • Clarification of the customer's motivations for making the purchase • Appropriate recognition of the customer's stage in the decision-making process • Choice of an approach adapted to the customer's profile |
| 3. Create a travel plan with the customer. | <ul style="list-style-type: none"> • Clarification of the customer's needs and expectations • Consideration of the customer's budget and travel theme • Appropriate assistance of customer in the choice of destination(s) • Correct determination of: <ul style="list-style-type: none"> – travel itinerary and schedule – transportation and accommodation needs – activities, visits and excursions |

4. Propose travel products.
 - Search using filter settings determined with the customer
 - Selection of offerings beneficial for the customer and the agency
 - Promotion of selected products with respect to the travel plan created with the customer
 - Regular verification of the customer's understanding of the travel products offered
 - Appropriate assistance of customer in choosing the travel products
5. Offer travel insurance.
 - Verification of the customer's travel insurance coverage
 - Transmission of accurate and complete information about insurance protection and the associated costs
 - Accurate calculation of the cost of the insurance based on the protection chosen
 - Request for the customer's signature in the case of refusal of travel insurance
6. Reach an agreement.
 - Clear and complete summary of the customer's choices
 - Accurate calculation of the cost of the travel products chosen by the customer
 - Transmission of clear and accurate information about the general purchase conditions and terms of payment
 - Receipt of the customer's approval
 - Accurate record of the required information in the customer file
7. Respond to a request to negotiate.
 - Observance of the agency's negotiation policies
 - Demonstration of tact
 - Proper application of negotiation techniques
 - Accurate recognition of aspects that can be negotiated
8. Reserve the travel products.
 - Accurate and complete entry of the required information in the system for reserving travel products
 - Collection of payment for the purchases
 - Transmission to suppliers of:
 - payment or a guarantee of payment
 - the passenger record(s)
 - Recording of reservation confirmation number
 - Verification of the accuracy of the reservation and invoice received from the supplier

9. Produce an invoice.
 - Accurate and complete entry of customer's contact information
 - Complete, detailed list of products and their cost
 - Sales contract duly signed by the customer
 - Copy of the invoice given to the customer
10. Conclude the transaction.
 - Verification of the accuracy of the information in the travel documents
 - Professional presentation of travel documents
 - Travel documents delivered within the prescribed time frame
 - Functional filing of administrative and accounting records
11. Advise the client on preparations for the trip.
 - Transmission of pertinent, up-to-date information about travel conditions likely to influence the organization and quality of the trip
 - Systematic consideration of:
 - chosen destination(s)
 - itinerary
 - schedule
 - Appropriate suggestion of reference sources, including travel websites, for the destination(s) in question

For the competency as a whole:

- Observance of the legal framework for exercising the occupation
- Demonstration of familiarity with the offerings of tour operators and the main suppliers
- Consideration of travel trends
- Proper use of sales techniques
- Attentiveness and respect toward customer
- Quality of spoken and written language

Suggestions for Competency-Related Knowledge and Know-How

The following is a summary of the knowledge, skills, strategies, attitudes and perceptions related to each element of the competency, along with their attendant guidelines.

1. Greet the customer.

Review of Competency 3, Consumer Behaviour, Competency 4, Customer Service, Competency 5, Travel Offerings to Central and South America Destinations, Competency 6, Travel Offerings to European Destinations, Competency 7, Customer and Supplier Relations, and Competency 9, Travel Packages

 - Questions about the customer's interests, favourite activities, preferences and travel experience and habits

2. Determine the customer's profile.

Review of Competency 3, Consumer Behaviour

3. Create a travel plan with the customer.

Review of Competency 5, Travel Offerings to Central and South American Destinations, Competency 6, Travel Offerings to European Destinations, Competency 7, Customer and Supplier Relations, and Competency 12, Characteristics of North American Destinations

- Review of transportation needs:
 - air transportation: departure and arrival dates, airports, airline and class, duration of flight, special needs (baby or young child, passenger with health problems [e.g. overweight or food allergies]), etc.
 - water transportation: departure and arrival dates and boarding and landing ports
 - railway transportation: location of the station (urban centre or periphery), route, type of train (high-speed, panoramic, etc.), passenger class, ticket purchases, etc.
 - road transportation: vehicle rental company, rental or buyback program, type of vehicle, complementary products (e.g. GPS, baby car seat)
- Accommodation needs:
 - type of accommodation: hotel, inn, bed and breakfast, apartment, etc.
 - rating and location
 - services: concierge, restaurant, equipment (e.g. air conditioning, pool, spa, parking), etc.
- Other products: reservations for excursions, visits, tickets for shows, restaurant tables

4. Propose travel products.

Review of Competency 7, Customer and Supplier Relations, and Competency 9, Travel Packages

- Selection of suppliers, including tour operators, whose offerings are consistent with the customer's needs, expectations and chosen destination(s)

5. Offer travel insurance.

Review of Competency 7, Customer and Supplier Relations, Competency 8, Administrative Tasks, and Competency 9, Travel Packages

6. Reach an agreement.

Review of Competency 8, Administrative Tasks, and Competency 9, Travel Packages

- List of products purchased (type and quantity) and detailed information about the cost

7. Respond to a request to negotiate.

- Agency's rules of conduct for negotiating with customers
- Elements of a sale that can be negotiated by a travel consultant: terms of payment, discounts, product prices, etc.
- Principles and rules of negotiation during a sale: consideration of the other party's needs, adoption of an attitude receptive to compromise, application of a win-win approach, acceptance of conflict, identification and analysis of all possible issues, ability to deal with stress and pressure, attentiveness, non-response to personal attacks, etc.
- Steps in the negotiation process: condition, justification and agreement

8. Reserve the travel products.

Review of Competency 8, Administrative Tasks

9. Produce an invoice.

Review of Competency 7, Customer and Supplier Relations, Competency 8, Administrative Tasks, and Competency 9, Travel Packages

10. Conclude the transaction.

Review of Competency 8, Administrative Tasks, and Competency 9, Travel Packages

11. Advise the client on preparations for the trip.

Review of Competency 5, Travel Offerings to Central and South American Destinations, Competency 6, Travel Offerings to European Destinations, Competency 12, Characteristics of North American Destinations, Competency 13, Characteristics of Asian Destinations, and Competency 4, Characteristics of African and Oceanian Destinations

- Reference sources: trade journals and websites of the countries and cities in question (e.g. to find out about tourist attractions); weather information, Government of Canada travel information, etc.

Competency 16 Duration 75 hours Credits 5

Behavioural Competency

Statement of the Competency

Communicate in French at work.

Achievement Context

- At a travel agency
- With customers and suppliers
- In situations requiring the use of oral or written French
- Given documents written in French
- Using dictionaries, reference manuals and other sources of information
- Using common software

Elements of the Competency**Performance Criteria**

- | | |
|--|--|
| 1. Establish contact with customers. | <ul style="list-style-type: none"> • Use of appropriate greetings and polite forms of address • Formulation of pertinent questions concerning the customer's requests or needs • Appropriate adaptation of language level to the customer • Effective contact made with customer |
| 2. Answer simple questions about travel products. | <ul style="list-style-type: none"> • Correct interpretation of question • Clarification of points not understood • Communication of clear and pertinent explanations • Correct syntax |
| 3. Interpret French texts. | <ul style="list-style-type: none"> • Correct interpretation of information • Clarification of points not understood • Use of appropriate reference sources |
| 4. Take phone calls. | <ul style="list-style-type: none"> • Use of travel agency's telephone protocol • Use of appropriate polite forms of address • Accurate interpretation of purpose of call • Clarity of messages taken |
| 5. Communicate with tour operators and suppliers of travel products. | <ul style="list-style-type: none"> • Correct application of the agency's communication protocol • Clear transmission of pertinent information • Correct rephrasing of information received, if applicable • Accurate recording of information |

6. Write a routine business letter in French.
- Accurate information communicated
 - Clarity and readability
 - Observance of spelling and grammar rules
 - Appropriate use of salutations

For the competency as a whole:

- Adoption of professional attitudes and behaviours
- Use of appropriate language and terminology
- Functional verbal and written communication

Suggestions for Competency-Related Knowledge and Know-How

The following is a summary of the knowledge, skills, strategies, attitudes and perceptions related to each element of the competency, along with their attendant guidelines.

1. Establish contact with customers.

Review of Competency 7, Customer and Supplier Relations

- Basic rules of French conversation: verb tense, syntax, vocabulary, grammar, spelling, pronunciation, etc.
- French greetings: standard phrases, language level, idiom and polite forms of address

2. Answer simple questions about travel products.

- Interpretation of French questions; turns of phrase used by the customer; common ways of asking for clarification
- Description of the main characteristics of the travel products and services in French
- Terminology relating to sales and travel products and packages

3. Interpret French texts.

- Basic rules for interpreting information written in French.
- Selection of information about the products and services offered, reference sources, websites, etc.

4. Take phone calls.

- Rules and common turns of phrase used on the telephone
- Polite forms of address used when taking a message
- Selection of useful information
- Recording of information given in French

5. Communicate with tour operators and suppliers of travel products.

- Request for detailed information about the travel product(s)
- Communication of information about travel and passengers
- Recording of information

6. Write a routine business letter in French.

Review of Competency 7, Customer and Supplier Relations

Competency 17 Duration 60 hours Credits 4

Behavioural Competency

Statement of the Competency

Sell business travel.

Achievement Context

- By telephone or email and sometimes in person
- At the request of a company, institution, organization, etc.
- Referring to the laws and regulations governing the occupation
- Using reference sources written in English and French
- Using administrative and legal documents, including customer files and sales contracts written in English and French
- Using systems for reserving travel products and common and specialized software

Elements of the Competency

Performance Criteria

1. Receive and analyze the request.
 - Effective organization of schedule
 - Thorough application of the travel agency's rules regarding contracts concluded by telephone or email
 - Accurate and detailed record of request, including the customer's requirements and preferences, if applicable
 - Correct determination of:
 - itinerary, if applicable
 - transportation and accommodation needs
2. Propose travel products.
 - Search using filter settings determined with the customer
 - Proper selection of products based on the request and the customer's requirements, if applicable
 - Selection of offerings beneficial for the customer and the agency
 - Confirmation of purchase by authorized person
3. Offer travel insurance.
 - Verification of the customer's travel insurance coverage
 - Communication of accurate and complete information about insurance protection and the associated costs
 - Accurate calculation of the cost of the insurance based on the protection chosen

- Collection of authorized person's signature in the case of refusal of travel insurance
- 4. Reserve the travel products.
 - Accurate and complete entry of the required information in the system for reserving travel products
 - Collection of payment for the purchases from the authorized person
 - Transmission to suppliers of:
 - payment or a guarantee of payment
 - the passenger record(s)
 - Receipt of a confirmation number
 - Verification of the accuracy of the reservation and invoice received from the supplier
- 5. Produce an invoice.
 - Accurate and complete record of the contact information of the company, institution or organization
 - Complete, detailed list of products and their cost
 - Sales contract duly signed by the authorized person
 - Transmission of a copy of the invoice to the authorized person
- 6. Make changes to the reservations.
 - Effective use of the reservation system for travel products
 - Correct changes made to the reservations
 - Correct cancellation of initial trip
 - Production of new travel documents
 - Accurate changes made to sales contract, if necessary
- 7. Conclude the transaction.
 - Verification of the accuracy of the information in the travel documents
 - Professional presentation of travel documents
 - Travel documents delivered within the prescribed time frame
 - Functional filing of administrative and accounting records

For the competency as a whole:

- Observance of the legal framework for exercising the occupation
- Demonstration of familiarity with the travel products
- Attentiveness and respect toward customer
- Efficient, accurate and quick response to the request

- Quality of spoken and written English
- Functional spoken and written French

Suggestions for Competency-Related Knowledge and Know-How

The following is a summary of the knowledge, skills, strategies, attitudes and perceptions related to each element of the competency, along with their attendant guidelines.

For the competency as a whole:

Review of Competency 9, Travel Packages, and Competency 16, Communicating in French

- Requirements of the *Consumer Protection Act* with respect to contracts concluded by telephone or email
- Rules of the agency with respect to transactions concluded by telephone or email

1. Receive and analyze the request.

Review of Competency 4, Customer Service, Competency 7, Customer and Supplier Relations, and Competency 16, Communicating in French

- Characteristics of the request:
 - travellers: number and identification
 - destination(s) and itinerary
 - departure and return dates, duration of stay
 - air and ground transportation needs (train tickets, vehicle)
 - accommodation needs
 - special needs, requirements and preferences
- Importance of attentiveness and accurate transcription of the request

2. Propose travel products.

Review of Competency 7, Customer and Supplier Relations, and Competency 9, Travel Packages

- Search filter settings: country, city and travel products (hotels, vehicles, etc.)

3. Offer travel insurance.

Review of Competency 7, Customer and Supplier Relations, and Competency 8, Administrative Tasks

- Special insurance protection needs for business travel

4. Reserve the travel products.

Review of Competency 7, Customer and Supplier Relations, and Competency 8, Administrative Tasks

5. Produce an invoice.

Review of Competency 7, Customer and Supplier Relations, and Competency 8, Administrative Tasks

6. Make changes to the reservations.

- Nature of changes:
 - dates
 - addition or removal of travellers
 - extension of stay for personal reasons
 - trip cancellation, etc.

- Airline regulations concerning flight cancellations and changes
- Protocols for communicating with airlines and other suppliers in special situations (e.g. availability for other flights or change of passenger name for a flight)

7. Conclude the transaction.

Review of Competency 8, Administrative Tasks

Competency 18 Duration 30 hours Credits 2

Behavioural Competency

Statement of the Competency

Provide after-sales service.

Achievement Context

- At a travel agency
- By telephone, email or mail, or in person
- In the event of a problem during the trip, but mainly upon the client's return
- Referring to the laws and regulations governing the occupation
- Given the travel agency's policies and guidelines
- Given customer files and evaluation sheets
- Using software for making basic sound and image montages
- Using websites and social media

Elements of the Competency**Performance Criteria**

- | | |
|--|---|
| 1. Assess customer satisfaction. | <ul style="list-style-type: none"> • Attentive reading of customer file • Courteous request for comments at the appropriate time about: <ul style="list-style-type: none"> – the travel experience – whether the products delivered were as promised – the travel agency's services • Collection of suggestions with a view to improving the quality of the agency's service, if applicable • Duly completed customer satisfaction sheet • Correct assessment of customer satisfaction |
| 2. Apply techniques for building customer loyalty. | <ul style="list-style-type: none"> • Proper use of information in the customer file • Communication of information and promotions on existing travel products or new products corresponding to the customer's profile • Invitations to special activities likely to be of interest to the customer • Choice of a means of communication adapted to the customer |
| 3. Receive customer claims or complaints. | <ul style="list-style-type: none"> • Attentiveness to customer • Clarification of the object of the claim or complaint • Correct rephrasing of claim or complaint • Thorough verification of the contract and sales conditions |

- Accurate and complete recording of all information
 - Summary of the pertinent information given by the customer
 - Demonstration of calm and respect
- 4. Communicate the information related to the claims or complaints.
 - Quick and accurate communication of information to superiors
 - Observance of the agency's policy concerning information sharing among colleagues
 - Communication to colleagues of information useful for improving customer service, if applicable
- 5. Post online customer and agency staff testimonials about their travel experiences.
 - Collection of formal authorization to post the material
 - Proper selection of testimonials and images
 - Interesting montage of the travel experience: places visited, people encountered, etc.
 - Appropriate use of media, including social media

For the competency as a whole:

- Observance of the legal framework for exercising the occupation
- Within the limits of their area of responsibility
- Observance of the travel agency's policies and guidelines respecting after-sales service
- Demonstration of professionalism

Suggestions for Competency-Related Knowledge and Know-How

The following is a summary of the knowledge, skills, strategies, attitudes and perceptions related to each element of the competency, along with their attendant guidelines.

1. Assess customer satisfaction.

Review of Competency 4, Customer Service

- Objectives of after-sales service: to foresee problems, improve the quality of customer service, build customer loyalty, maintain or increase clientele, etc.
- Verification of customer satisfaction: communication with customers to ask about their satisfaction with the products purchased and their travel experience, in person or by mail or email; rules of courtesy and openness
- Customer satisfaction evaluation sheet: identification of customer, questions to ask, information to record and selection of pertinent information

2. Apply techniques for building customer loyalty.

- Techniques for building customer loyalty: give information adapted to the customer's profile, offer new products and services, inform customers about upcoming promotions, invite them to special activities, be available to answer questions, etc.

3. Receive customer claims or complaints.

- Importance of dealing with complaints given the consequences of customer dissatisfaction (risk of losing customers, damage to the agency's reputation, decreased sales, etc.)
- Application of the rules of courtesy: discretion, patience, respectful and reassuring attitude, assurance in problem situations, etc.
- Agency's method of dealing with claims and complaints
- Steps involved in handling claims and complaints: listening to and rephrasing the complaint (adopting an empathetic attitude), asking questions to clarify the facts and the source of the problem, determining the customer's expectations toward the agency, communicating the claim or complaint to superiors
- Types of information to communicate to superiors: customer satisfaction, customer profile, frequency of purchases and contacts with the agency, comments and needs expressed, etc.
- Importance of not creating unrealistic expectations on the part of the customer, not making commitments on behalf of the agency, etc.

4. Communicate the information related to the claims or complaints.

- Advantages of providing the agency with feedback: improvement of products and services, improvement of customer service, improvement of the agency's image, customer loyalty, constructive suggestions, etc.
- Means of providing feedback: in person, by telephone, mail or email, using an evaluation sheet or report, etc.

5. Post online customer and agency staff testimonials about their travel experiences.

- Importance of obtaining the authorization of the people involved and respecting the guidelines agreed upon with them
- Importance of observing the distribution limits agreed upon with the customer
- Customer testimonials about the products purchased, the places visited and the services of the agency and travel consultant
- Networks for the dissemination of information used by most travel agencies

Competency 19 Duration 105 hours Credits 7

Situational Competency

Statement of the Competency

Enter the work force.

Elements of the Competency

- Apply competencies learned during the training process.
- Comply with the practices of a travel agency.
- Consolidate attitudes compatible with the exercise of the occupation.
- Take stock of their learning.
- Look for a job.

Learning Context

Information Phase

- Learning about the terms and conditions of the practicum.
- Setting criteria for selecting travel agencies.
- Taking steps to obtain a practicum position, including preparing a CV.
- Learning about the travel agency's rules and policies.
- Learning about the travel products and services offered by the travel agency.

Participation Phase

- Observing the professional practices of travel consultants.
- Performing or helping with work-related tasks.
- Keeping a journal.

Synthesis Phase

- Writing a report on their experience in the workplace.
- Producing a brief summary of their practicum experience.

Instructional Guidelines

- Create a climate that promotes students' personal growth and entry into the job market.
- Inform students in advance of the objectives of the practicum.
- Encourage students to share their points of view.
- Agree with the practicum supervisors in the workplace on having the students perform work-related tasks, and foster students' ability to work independently.
- Establish close collaboration with staff in the workplace.
- Make sure that students are properly supervised at all times during the practicum.
- Provide students with regular guidance and support during the practicum.
- Intervene effectively and quickly in the case of difficulties or problems.
- At the end of the practicum, discuss the quality of the students' participation in the practicum and the success of the practicum with the person responsible at the agency.

Participation Criteria

Information Phase

- Take steps to find a practicum position.
- Gather information about the chosen travel agency.

Participation Phase

- Record their observations and the requested information in their journal.
- Adopt a professional attitude when performing the tasks assigned to them and in their relationships with staff members.

Synthesis Phase

- Write a practicum report.
- Express their opinion about their experience in the workplace.

Suggestions for Competency-Related Knowledge and Know-How

The following is a learning context, along with the competency-related knowledge and know-how associated with the different phases.

Information Phase

- Terms and conditions and information about the second practicum.
- Objectives and duration of the practicum, support and supervision conditions, requirements and participation criteria.
- Identification of agencies that are able to meet their expectations and needs.
- Consultation of a variety of sources; characteristics of the agencies selected.
- Steps taken to find a practicum position.
- Contact with employer and agreement about the terms and conditions of the practicum; confirmation of the practicum.
- Collection of documents required for the practicum.

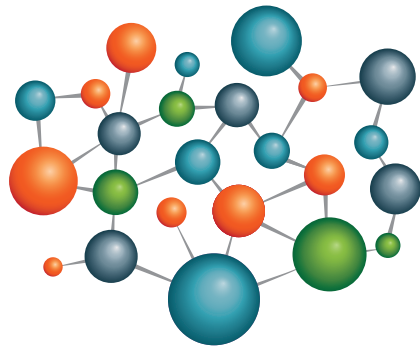
Participation Phase

Review of Competency 2, Global Geographical Context, Competency 3, Consumer Behaviour, and Competency 4, Customer Service

- Adoption of attitudes and behaviours conducive to a successful practicum.
- Determination of qualities appreciated by the employer; adoption of attitudes that make it possible to get the most out of the experience; application of the rules of professional ethics; verification of the satisfaction of their supervisor in the workplace.
- Observation of the work done by travel consultants: work context, tasks performed, application of agency rules, application of rules of professional ethics, etc.
- Integration into the work team: observation of and compliance with work methods; interaction with agency staff during meetings or teamwork; feedback; acceptance of advice and comments.
- Effective participation in the practicum: application of the agency's rules of conduct and policies, performance of tasks or participation in their performance, introduction to new techniques, if applicable.
- Keeping a journal during the practicum: record of useful and pertinent elements (observations, tasks performed, etc.) with a view to writing a report on the experience.

Synthesis Phase

- Production of a journal in which they record daily activities performed and observed, new learning, problems encountered and solutions found, comments received, etc.
- Evaluation of the achievement of their objectives: criteria to consider and self-evaluation (possible improvements).
- Discussion of their points of view with the teacher at the end of the practicum.
- Production of a practicum report on their experience: positive elements and their level of satisfaction; problems encountered and solutions found; perception of the occupation before and after the practicum.
- Comparison of the competencies acquired during the training process and the activities observed and performed in the workplace; aspects of the occupation that correspond more or less to the training process in terms of the workplace, occupational practices, job requirements, etc.



education.gouv.qc.ca