



## TRAVEL COUNSELLOR (NOC 6431)

### **Job Definition<sup>1</sup>:**

Travel Counsellors:

- advise clients on travel options and tour bookings, make bookings and reservations, prepare tickets and receive payment
- are employed in travel agencies, transportation and tourism firms and hotel chains

### **Additional Occupational Information<sup>2</sup>:**

Travel counsellors provide travel information to clients regarding destinations, transportation, and accommodation options, and on travel costs. They organize vacation travel for individuals and groups. They make reservations using computerized reservation and ticketing systems. They promote particular destinations, tour packages and other travel services, and provide travel tips regarding tourist attractions, foreign currency, customs, languages and travel safety. They provide information about and arrange tickets for theatres and special events. They sell cruise holidays, arrange car and motorhome rentals and rail travel and sell medical, baggage and life insurance. They may also counsel clients on terms and conditions of travel, e.g., reservation policies and cancellation information; discuss potential situations, e.g., political unrest; confer on required vaccinations; or determine where to obtain the most up-to-date information on intended destinations.

### **Overview:**

This Occupational Language Analysis (OLA) presents Canadian Language Benchmarks (CLB) competencies and typical speaking, listening, reading and writing tasks performed at a competent level by travel counsellors. The tasks are illustrative only, and do not provide a complete sample of what a travel counsellor does on the job. Other essential skills such as numeracy and computer skills are beyond the scope of the OLA. The OLA was validated by a panel of people employed in the occupation and by CLB experts. It was developed by CLB experts using three key resources:

- the *Canadian Language Benchmarks 2000*, Centre for Canadian Language Benchmarks and Citizenship and Immigration Canada
- the *National Occupational Standards for Travel Counsellors*, Canadian Tourism Human Resource Council
- the *Essential Skills Profile for Travel Counsellor*, Human Resources and Skills Development Canada

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<sup>1</sup> *The Essential Skills Profile for Travel Counsellor*, Human Resources and Skills Development Canada

<sup>2</sup> *The National Occupational Standards for Travel Counsellors*, Second Edition, Canadian Tourism Human Resource Council

For a more complete picture of the competencies that are needed to perform this occupation, refer to these source documents.

### **How to Read this Occupational Language Analysis:**

The titles, numbers and sequence of categories are based on the Canadian Language Benchmarks 2000, which address four major skill areas Speaking, Listening, Reading and Writing. CLB competencies (language descriptors) are entered at the left margin and followed by a number indicating the benchmark level (1 - 12) for each competency. Sample occupational tasks (descriptors of work/job tasks) drawn from the Essential Skills Profile or the National Occupational Standards are indented and italicized underneath each competency and referenced to their source, as follows:

<b>Task Source</b>	<b>Reference</b>	<b>Example</b>
Essential Skills Profile	ES + the first letters of the profile section	(ES-DU) = Essential Skills Profile, Document Use section
National Occupational Standard	NOS + the section/subsection	(NOS-B2.5) = National Occupational Standard, Major Category B, Skill 2; Subskill 5)

### **Comparative Ratings:**

The following chart compares typical and most complex essential skills ratings for travel counsellors, based on the Essential Skills Profile, to the corresponding range of CLB ratings, as suggested in the *Canadian Language Benchmarks and Essential Skills Comparative Framework*<sup>3</sup>. These are general ranges and there may be some language tasks that fall outside of this range.

<b>Skill Area</b>	<b>Typical</b>		<b>Most Complex</b>	
	<b>Essential Skills</b>	<b>CLB</b>	<b>Essential Skills</b>	<b>CLB</b>
Speaking	1 - 2	5 - 8	1 - 3	5 - 10
Listening	1 - 2	3 - 6	1 - 3	5 - 10
Reading	1 - 3	3 - 9	2 - 4	6 - 10
Writing	1 - 3	4 - 8	1 - 3	4 - 8

### **Common Conditions of Communication:**

<b>Condition</b>	<b>Description</b>
Purpose	– customer service, working as part of a team
Audience	– clients, co-workers, supervisors, service providers, airline, tour company representatives
Context	– noise from printers and voices of customers who are dealing with other counsellors may impede communication
Topic	– concrete, familiar
Mode	– often face to face or on the telephone, sometimes using a headset with a phone; usually using computers to find information

<sup>3</sup> *Relating Canadian Language Benchmarks to Essential Skills: A Comparative Framework*, Centre for Canadian Language Benchmarks, 2005

# Skill: Speaking

## I. Social Interaction

### Interpersonal Competencies

#### **Greet, introduce self and ask about the other person. (CLB 3)**

- ❑ *apply effective reception techniques: greet individual promptly and courteously; direct him/her to appropriate person (NOS-B1.1)*
- ❑ *interact with customers/clients/public to greet (ES-OC)*

#### **Extend, accept or decline an invitation or offer. (CLB 5)**

- ❑ *be responsive to clients' requests (NOS-C2.1)*

#### **Respond to small talk comments. (CLB 5)**

- ❑ *interact with colleagues in a positive manner (NOS-A2.1)*

#### **Open, maintain and close a short routine formal conversation. (CLB 6)**

- ❑ *interact with couriers who are picking up or delivering air tickets or promotional brochures (ES-OC)*
- ❑ *use appropriate level of formality when addressing others (NOS-C1.1)*
- ❑ *interact effectively and professionally with industry sales representatives (NOS-C5.1)*

#### **Express and respond to gratitude, appreciation, complaint, disappointment, dissatisfaction, satisfaction and hope. (CLB 7)**

- ❑ *handle client's complaints: determine nature of complaint by obtaining facts; acknowledge client's concerns (NOS-C3.1)*
- ❑ *ask client to submit written complaint, if appropriate (NOS-C3.1)*

#### **Comfort and reassure a person in distress. (CLB 8)**

- ❑ *interact with customers/clients/public to reassure, comfort (ES-OC)*

### Conversation Management

#### **Encourage others in a conversation by showing interest. (CLB 5)**

- ❑ *communicate effectively: use appropriate body language and facial expressions (NOS-C1.1)*

#### **Manage conversation. Check comprehension. (CLB 8)**

- ❑ *speak effectively: present a clear, concise and focused message; use appropriate language, e.g. no slang or jargon; use appropriate volume, tone, inflection and speed; confirm listener's understanding (NOS-C1.1)*
- ❑ *interview client by using various questioning techniques, including: open-ended questions, probing questions, choice or closed questions (NOS-C2.2)*

### Phone Competencies

#### **Answer the phone. (CLB 4)**

- ❑ *answer and return calls promptly and courteously (NOS-B1.1)*

#### **Take phone messages with three to five details. (CLB 6)**

- ❑ *interact with customers/clients/public to take messages (ES-OC)*
- ❑ *record and distribute messages promptly: - include adequate detail (NOS-B1.1)*

#### **Carry on a brief phone conversation in a professional manner. (CLB 8)**

- ❑ *contact hotel and tour personnel directly to find out about space availability and pricing (ES-TS)*
- ❑ *respond to client's needs prior to departure: return telephone calls promptly (NOS-C2.8)*
- ❑ *maintain long-term relationship with client: contact client regularly (NOS-C2.7)*
- ❑ *use telephone system functions (e.g. teleconference, call direct, call transfer) effectively (NOS-B1.1)*

## II. Instructions

**Give/pass on instructions about an established familiar process or procedure (technical and non-technical). (CLB 8)**

- ❑ *train and mentor others (NOS-A2.1)*
- ❑ *orient new employees (ES-WWO)*
- ❑ *interact with suppliers, servicers to instruct, instill understanding, knowledge (ES-OC)*

## III. Suasion (Getting Things Done)

**Request, accept or reject goods or services, assistance or offer in a service or sales situation. (CLB 4)**

- ❑ *be a team player: offer and accept assistance (NOS-A2.1)*

**Give simple informal advice. (CLB 5)**

- ❑ *recommend travel products and services that will meet the client's needs (NOS-C2.3)*

**Make a simple formal suggestion; provide reason. (CLB 6)**

- ❑ *interact with customers/clients/public to receive information, explanation, direction (ES-OC)*
- ❑ *refer client to appropriate sources for information on foreign banking options and security measures regarding travelers cheques, debit cards, credit cards, and cash (NOS-D1.2)*

**Make a verbal request for an item. (CLB 6)**

- ❑ *contact client after his/her travel: solicit feedback, e.g. telephone, e-mail; ask for next booking; ask for referrals (NOS-C2.7)*
- ❑ *determine client's needs: ask questions, including who, what, where, when, why, how, how much (NOS-C2.2)*

**Make an extended suggestion on how to solve an immediate problem or make an improvement. (CLB 7)**

- ❑ *may have a client arrive at a destination to find the ordered rental car is not waiting or the hotel has no record of reservations. They refer to the registration card for confirmation numbers and call directly to booking agents for assistance (ES-TS)*
- ❑ *encourage client to consult variety of sources to obtain in-depth information on destination (NOS-D1.2)*
- ❑ *advise clients on security regulations regarding medical devices, for example: syringes, canes, crutches, prosthesis (NOS-C2)*
- ❑ *provide advice on how to deal with personal unexpected events, e.g., death of travel partner, injury (NOS-C2.7)*

**Indicate problems and solutions in a familiar area. (CLB 8)**

- ❑ *may find that an airline has changed its schedule, complicating connections between flights. They call other airlines to see if routing can be improved using another carrier (ES-TS)*
- ❑ *recommend travel products and services that will meet requirements of travelers with special needs, such as: airport facilities, assistance animals, check-in, accompanying attendant, accessibility, meals, pre-boarding and deplaning assistance, stretcher transportation, wheelchair battery restrictions, wheelchair categories, oxygen (NOS-C2.4)*
- ❑ *may find that a price recently quoted to a customer has increased by the time the customer arrives to put down a deposit. They call suppliers to convince them to accept the previously quoted lower price and may offer their own discount on other related services if they fail in their bid (ES-TS)*

**Ask for agreement/commitment. (CLB 9)**

- ❑ *interact with customers/clients/public to negotiate (ES-OC)*
- ❑ *apply [sale] closing techniques, for example: assumptive close – assume client is ready to buy and that only details need to be finalized; incentive close – confirm special offer; summary close – confirm purchase details; trial close – ask client if he/she is ready to buy; scarcity close – inform client of limited availability; direct close – ask for payment (NOS-C2.6)*

## IV. Information

### Presentations

**Relate a detailed sequence of events from the past; tell a detailed story, including reasons and consequences. (CLB 6)**

- ❑ *tailor presentation so that questions can be answered before objections are raised, i.e. anticipate objections (NOS-C2.5)*

**Describe a simple process. (CLB 6)**

- ❑ *inform other workers or demonstrate to them how tasks are performed (ES-WWO)*
- ❑ *present information to a small group to instruct, instill understanding, knowledge (ES-OC)*

**Give a summary/report of the main points of a presentation by someone else. (CLB 7)**

- ❑ *ensure that client is informed about essential travel requirements, for example: travel documents, entry/exit requirements and restrictions, customs regulations, duty free allowance, health risks and requirements, standard of living (NOS-D1.2)*

**Tell a story, including a future scenario. (CLB 7)**

- ❑ *apply techniques to overcome objections, for example: respond immediately in straightforward and honest manner; use testimonials of satisfied customers; share personal or peer travel experience (NOS-C2.5)*
- ❑ *interact with clients to discuss vacation packages, insurance coverage and costs of traveling to various locations (daily) (ES-OC)*

**Describe, compare and contrast in detail two events, jobs or procedures. (CLB 7)**

- ❑ *find that even though a tour abroad has been cancelled because of too few registrants, several customers still want to go. They call other tour suppliers and investigate whether these companies can provide comparable services on a last minute basis (ES-TS)*

**Give a presentation to describe and explain a complex structure, system or process based on research. Use a diagram to support the explanations. (CLB 8)**

- ❑ *recommend travel protection insurance, considering: benefits, age of traveler, premium coverage, travel duration, exclusions, legal implications (NOS-C2.3)*

**Give a seminar-style presentation on a researched topic; explain complex concepts and ideas, by using analogy, examples, anecdotes and diagrams. (CLB 10)**

- ❑ *present information on travel destinations at meetings or theme events held to attract new customers (occasionally) (ES-OC)*
- ❑ *present information to a large group to provide/receive information, explanation, direction (ES-OC)*

### Interaction One-on-One

**Ask for and provide information related to routine daily activities (e.g., personal, family, others, work). (CLB 5)**

- ❑ *interact with coworkers to seek, obtain information (ES-OC)*
- ❑ *interact with customers/clients/public to provide/receive information, explanation, direction (ES-OC)*

**Ask for and provide information in an interview related to daily activities. (CLB 6)**

- ❑ *interact with those [they] supervise or direct to seek, obtain information, provide/receive information, explanation, direction (ES-OC)*
- ❑ *interact with customers/clients/public to seek, obtain information (ES-OC)*
- ❑ *follow cancellation procedures: advise suppliers immediately (NOS-B2.4)*

**Ask for and provide detailed information related to personal needs, varied daily activities and routine work requirements. (CLB 7)**

- ❑ *talk to supervisors to receive instructions, exchange information and plan work activities (ES-OC)*
- ❑ *communicate with service personnel who come to maintain or update computer systems in the office (ES-OC)*
- ❑ *identify products/services that will meet the client's needs; outline features and benefits of product/service; up-sell; cross-sell (NOS-C2.3)*

**Ask for and/or provide detailed information related to personal needs, varied daily activities and routine work requirements. (CLB 8)**

- ❑ *assign routine tasks to other workers (ES-WWO)*
- ❑ *interact with coworkers, supervisor/manager to provide/receive information, explanation, direction (ES-OC)*

**Discuss options. (CLB 8)**

- ❑ *discuss and negotiate details of tours with tour operators, airline personnel, car rental agencies and hotel staff (frequently) (ES-OC)*
- ❑ *interact with supervisor/manager to discuss (exchange information, opinions) (ES-OC)*
- ❑ *network with industry members and other professional, personal and business contacts(NOS-A2.3)*
- ❑ *discuss suitable behaviours for destination, including: be open-minded, deal patiently with delays, respect social, cultural, and religious values, respect environment (NOS-D1.2)*
- ❑ *assist client in dealing with unexpected technical circumstances, e.g., delays, availability (NOS-C2.7)*

**Provide, obtain and discuss detailed complex information and opinions with an individual in a peer or superior relationship in order to coordinate work, train in established procedures, delegate, solve a problem or conflict, or make a decision. (CLB 10)**

- ❑ *deal with other workers' grievances or complaints (ES-WWO)*
- ❑ *interact with supervisor, manager to persuade (ES-OC)*
- ❑ *interact with suppliers, servicers to negotiate, resolve conflict (ES-OC)*

**Exchange detailed information/opinions with individuals to advise and counsel, or collaborate in creating complex unique projects. (CLB 12)**

- ❑ *research and provide basic destination information on areas such as: history, culture, religion, and social customs; climate, sports, recreation, and events; languages spoken; current affairs, e.g., political situations, natural disasters; services provided by tourism offices at destination; services offered by consulates and embassies(NOS-D1.2)*
- ❑ *ensure that client is informed about essential travel requirements, for example: travel documents required for destination, entry/exit requirements and restrictions, customs regulations, duty free allowances, health risks and requirements, standard of living (NOS-D1.2)*

**Interaction in a Group**

**Participate in a small group discussion. (CLB 5)**

- ❑ *interact with customers/clients/public to discuss (exchange information, opinions) (ES-OC)*
- ❑ *participate in group discussion to discuss (exchange information, opinions) (ES-OC)*

**Participate in a small group discussion/meeting on non-personal familiar topics and issues: express opinions, feelings, obligation, ability, certainty. (CLB 6)**

- ❑ *communicate with co-workers to co-ordinate activities, share knowledge gained from suppliers and discuss ways of solving problems which have come up when planning itineraries (daily) (ES-OC)*
- ❑ *participate in formal discussions about work processes or product improvement (ES-WWO)*
- ❑ *interact with coworkers, suppliers, servicers to discuss (exchange information, opinions) (ES-OC)*

**Participate in a small group discussion/meeting: express opinions and feelings; qualify opinion, express reservations, approval and disapproval. (CLB 7)**

- ❑ *participate in group discussion to provide information, explanation, direction (ES-OC)*
- ❑ *present information to a small group to provide/receive information, explanation, direction (ES-OC)*
- ❑ *handle client's complaints: discuss potential solutions with all parties involved (NOS-C3.1)*

# Skill: Listening

## I. Social Interaction

**Identify specific factual details and inferred meanings in dialogues containing openings and closings, making and cancelling of appointments, apologies, regrets, excuses, problems in reception and communication. (CLB 6)**

- ❑ *listen actively; give speaker undivided attention; allow speaker to finish before responding; display interest and enthusiasm; paraphrase and ask questions to confirm or clarify (NOS-C1.1)*
- ❑ *communicate with service personnel who come to maintain or up-date computer systems in the office (ES-OC)*

**Identify mood/attitude of participants. (CLB 6)**

- ❑ *interact with customers/clients/public to reassure, comfort (ES-OC)*
- ❑ *handle client's complaints: listen and empathize (NOS-C3.1)*
- ❑ *identify readiness of client to close sale: watch for client who exhibits positive body language, such as: relaxed facial expression, leaning forward slightly; verbally confirms interest in purchasing product/service, for example: states that product/service is perfect, asks if deposit is required, asks if specific dates are available (NOS-C2.6)*

**Identify stated and unspecified details, facts and opinions about situation and relationship of participants containing expression of and response to gratitude and appreciation, complaint, hope, disappointment, satisfaction, dissatisfaction, approval and disapproval. (CLB 7)**

- ❑ *communicate with co-workers to co-ordinate activities, share knowledge gained from suppliers and discuss ways of solving problems which have come up when planning itineraries (ES-OC)*

## II. Instructions

**Understand a range of spoken everyday instructions on step by step procedures. (CLB 5)**

- ❑ *talk to supervisors to receive instructions, exchange information and plan work activities (ES-OC)*

## III. Suasion (getting things done)

**Demonstrate comprehension of details and speaker's purpose in suggestions, advice, encouragements and requests. (CLB 6)**

- ❑ *overcome objections: ask questions to gather more information (NOS-C2.5)*

**Evaluate extended oral suggestions for solutions to problems, recommendations and proposals in relation to their purpose and audience. (CLB 9)**

- ❑ *obtain, analyze and filter information about destinations and flights received from travel salespersons, wholesaler representatives and travel companies. They compare rates between companies to make the best choice for their clients (ES-TS)*
- ❑ *may have a malfunction of the computerized ticketing machines which print airline tickets. They may call a customer support line if all efforts to print the tickets fail (ES-TS)*

## IV. Information

**Demonstrate comprehension of the gist, factual details and some inferred meanings by listening to a descriptive or narrative text. (CLB 5)**

- ❑ *listen to provide/receive information, explanation, direction (ES-OC)*

**Identify main ideas, supporting details, statements and examples in a descriptive or narrative presentation, or in a group interaction (e.g., meeting, discussion). (CLB 6)**

- ❑ *participate in a group discussion to receive information, explanation, direction, to discuss (exchange information, opinions) (ES-OC)*

**Identify facts, opinions and attitudes in conversations about abstract and complex ideas on a familiar topic. (CLB 8)**

- ❑ *participate in educational visits and site inspections (NOS-A2.3)*
- ❑ *utilize opportunities for continuing education; attend trade shows and product launches; upgrade skills by attending conferences, courses and seminars (NOS-A2.3)*

**Demonstrate critical comprehension of an extended oral exchange between several speakers: identify main ideas, bias and statements of fact and opinion for each speaker; summarize and evaluate development of positions. (CLB 9)**

- ❑ *obtain, analyse and filter information about destinations and flights received from travel salespersons, wholesaler representatives and travel companies. They compare rates between companies to make the best choice for their clients (ES-TS)*
- ❑ *participate in travel/tourism associations and organizations, for example: Association of Canadian Travel Agents (ACTA) (NOS-A2.3)*



# Skill: Reading

## I. Social Interaction Texts

### Get information from personal notes, e-mail messages and letters. (CLB 4)

- ❑ scan notes, letters, memos for specific information/to locate information (ES-R)
- ❑ skim notes, letters, memos for overall meaning, to get the gist (ES-R)

## II. Instructions

### Understand/follow moderately complex everyday texts (CLB 5)

- ❑ follow booking procedures, including: check availability; obtain and record: fare/rate, date, time, reservation sales agent's name, if applicable (NOS-B2.1)

### Follow formal instructions of advisory, instructional texts, and instructions for a familiar process/procedure that require integration of several pieces of information. (CLB 9)

- ❑ read the full text of manuals, specifications, regulations to understand or to learn (ES-R)

## III. Business/Service Texts

### Find information in formatted texts: forms, tables, schedules, directories. (CLB 3)

- ❑ read lists for information, such as lists of tour companies and hotels (daily) (ES-DU)

### Get information from short business brochures, notices, form letters and flyers. (CLB 3)

- ❑ read signs and promotional posters in the office (ES-DU)
- ❑ skim forms for overall meaning, to get the gist (ES-R)

### Find information in formatted texts: forms, tables, schedules, directories. (CLB 4)

- ❑ read memos sent by airline offices about new fares and schedule changes (ES-RT)
- ❑ research vehicle rental information, such as: additional driver fees, age restrictions etc (NOS-D5.2)
- ❑ research and describe basic destination information on areas (NOS-D1.2)

### Identify factual details and some inferred meanings in moderately complex business/service texts, including formatted texts. (CLB 5)

- ❑ refer to manuals for information on airline pricing and scheduling (ES-TS)
- ❑ read airline tickets and invoices (ES-DU)

### Identify factual details and some inferred meanings in moderately complex texts containing advice, requests, specifications. (CLB 6)

- ❑ read information sheets providing the terms and conditions of tours (ES-RT)
- ❑ read the full text of notes, letters, memos to understand or to learn (ES-R)
- ❑ process client bookings: verify documents from suppliers upon receipt; review documents with client (NOS-B2.2)

### Find two or three pieces of information in moderately complex formatted texts. (CLB 6)

- ❑ read forms, such as application forms for youth hostel cards and reservations forms (daily) (ES-DU)
- ❑ scan forms for specific information/to locate information (ES-R)
- ❑ obtain, analyse and filter information about destinations and flights received from travel salespersons, wholesaler representatives and travel companies. They compare rates between companies to make the best choice for their clients (ES-TS)

### Identify factual and inferred meanings in written proposed solutions, recommendations and proposals; and in statements of rules, regulations, laws and norms of behaviour. (CLB 8)

- ❑ read travel insurance policies so that they may explain them to clients (ES-RT)
- ❑ review travel trade publications and related information (NOS-A2.3)

### Locate and integrate three or four pieces of information contained in moderately complex formatted texts. (CLB 8)

- ❑ identify training that is required by, or would be useful for, other workers (ES-WWO)

**Obtain information for key work/business tasks by locating and integrating several pieces of information in complex prose texts and formatted texts. (CLB 9)**

- ❑ *read catalogues, brochures and guides from travel companies, government travel bureaus, hotels and resorts to learn about destinations which might be of interest to clients (ES-RT)*
- ❑ *read procedures manuals used by their company or agency to guide their handling of such matters as ticketing and refunds (ES-RT)*

**Obtain information in key work/business tasks by locating and integrating several pieces of explicit and implied information in multiple, complex prose texts and in complex forms and graphic displays. (CLB 10)**

- ❑ *read trade magazines and newsletters to learn about developments in the travel industry (ES-RT)*
- ❑ *scan manuals, specifications, regulations for specific information/to locate information (ES-R)*

**Read critically and evaluate the information in complex public and semi-public business texts in relation to their purpose and audience. (CLB 12)**

- ❑ *read the full text of manuals, specifications, regulations to critique or evaluate (ES-R)*
- ❑ *read the full text of reports, books, journals to critique or evaluate (ES-R)*

## **IV. Informational Texts**

### **Informational texts**

**Use standard reference texts: dictionaries, maps and diagrams, graphs. (CLB 4)**

- ❑ *prepare outgoing mail: identify classes of mail and postal rates (NOS-B1.1)*

**Demonstrate comprehension of standard maps, basic diagrams, basic graphs. (CLB 5)**

- ❑ *refer to maps in order to provide information to clients about destinations or routes (ES-DU)*
- ❑ *research travel destinations: use maps and atlases: access indexes and glossaries to aid research (NOS-D1.1)*
- ❑ *identify and locate seven continents and four oceans, locate topographical features, including mountains and ranges, major bodies of water, rivers, deserts, and landmarks (NOS-D1.1)*
- ❑ *identify and locate provinces, territories, and capital and major cities in Canada; locate and research states and major destination cities in the United States; countries, major destination cities and gateways worldwide; major worldwide tourism attractions (NOS-D1.1)*

**Demonstrate comprehension of a cycle diagram, flow chart and a timeline/schedule. (CLB 6)**

- ❑ *read a variety of schedules, such as schedules for ferries, airlines and trains, as well as their own work schedules (daily) (ES-DU)*
- ❑ *use hotel guides, tariffs, internet resources, and other supplier information to identify payment requirements (NOS-D7.3)*

**Demonstrate comprehension of moderately complex tables, graphs, diagrams, and flow charts. (CLB 7)**

- ❑ *refer to tables, such as insurance tables which show the costs of different levels of coverage (ES-DU)*
- ❑ *read graphs, such as graphs showing the temperature of various cities in each month (ES-DU)*

**Comprehension of complex process flow charts, graphs, pictographs and diagrams by expressing them in alternate forms. (CLB 9)**

- ❑ *interpret scale drawings, such as the layout of cruise ships (frequently) (ES-DU)*
- ❑ *participate in preparation of marketing plan: compare previous year's personal results to projected objectives (NOS-C4.1)*

### **Information literacy/reference and study skills competencies**

**Access and locate three or four pieces of information in on-line electronic reference sources (e.g., World Wide Web, library databases), if available, or from print reference sources. (CLB 7)**

- ❑ *use computer to find information on specific destinations, supplementing print information on hand in the office (ES-TS)*
- ❑ *use communications software e.g. they may use the Internet to find information on a particular travel destination (ES-CU)*
- ❑ *use a database e.g. they enter and access information on tours and clients (ES-CU)*

**Access/locate several pieces of information in on-line electronic reference sources. (CLB 8)**

- ❑ *use booking tools, for example, computer reservation system (CRS)/global distribution system (GDS), supplier's Web site (NOS-B2.1)*
- ❑ *use computer software, including: data processing software, e-mail, internet search engines (NOS-B1.1)*

## Skill: Writing

### I. Social Interaction

**Convey a personal message in an informal or formal personal short letter or a note to express invitations, thanks, regrets, cancellations and apologies. (CLB 4)**

- ❑ *contact client after his/her travel: mail-out welcome back cards (NOS-C2.7)*

**Convey a personal message in a formal short letter or note, or through e-mail, expressing or responding to sympathy; clarifying a minor conflict; or giving reassurance. (CLB 8)**

- ❑ *write letters to clients and travel companies to provide information or explain problems (ES-W)*
- ❑ *document all steps taken to resolve [client's] complaint (NOS-C3.1)*
- ❑ *keep client up to date on details of travel plans, e.g., schedule changes (NOS-C2.7)*

### II. Recording/Reproducing Information

**Copy short texts to record information for personal use, or to complete tasks, or to learn information. (CLB 4)**

- ❑ *accept cheques from clients and issue receipts (ES-N)*
- ❑ *address envelopes according to postal regulations (NOS-B1.1)*
- ❑ *obtain written consent from client to create and maintain client profile: record client's previous experiences with agency; record specific requirements and preferences; record family demographics; keep track of important key dates/events, for example, wedding anniversary, birthdays, special accomplishments (NOS-C2.8)*

**Take live phone messages, voice mail messages or pre-recorded information with five to seven details. (CLB 5)**

- ❑ *take telephone messages for office staff and jot reminder notes (daily) (ES-W)*

**Take notes from an oral presentation or a page of written information. (CLB 6)**

- ❑ *process client bookings: keep detailed notes of all communications and transactions (NOS-B2.2)*

**Reduce and synthesize very complex and extensive information from multiple sources into a variety of formats (e.g., point-form notes, minutes, outlines, summaries, reports, abstracts, charts, tables, graphs). (CLB 11)**

- ❑ *may create tables to present comparisons of the prices of various tour packages (ES-DU)*
- ❑ *compare the various price components of trip packages to ensure that the client will get the best prices. These comparisons may be complex since packages do not always have similar features (ES-N)*

### III. Business/Service Messages

**Convey business messages as written notes. (CLB 5-6)**

- ❑ *write itineraries for clients in a standard format (daily) (ES-W)*
- ❑ *use a database e.g. they enter and access information on tours and clients (ES-CU)*
- ❑ *estimate the price of a trip for a client who is looking for a general idea of costs (ES-N)*

**Fill out moderately complex forms. (CLB 6-7)**

- ❑ *enter information on forms, such as client booking forms which record clients' destinations, fares and payments (daily) (ES-DU)*
- ❑ *complete booking and reservation forms (daily) (ES-W)*
- ❑ *use bookkeeping, billing and accounting software e.g. they enter the amount on invoices (ES-CU)*

**Convey business messages as written notes to pass on routine information, make requests, or respond to recommendations and warnings. (CLB 7)**

- ❑ *provide comparison of various travel insurance packages available (NOS-D9.2)*
- ❑ *process client bookings: record client follow up (NOS-B2.2)*

**Convey business messages as written notes, memoranda, letters of request, or work record log entries, to indicate a problem, to request a change, or to request information. (CLB 8)**

- ❑ *estimate the cost of a vacation for a customer. They use discount information, information given by the client, the travel wholesaler and airline. (ES-N)*
- ❑ *write effectively: prepare accurate memos, business letters, e-mails and reports; use a clear concise format; use correct grammar, spelling and punctuation; use appropriate tone (NOS-C1.1)*

**Fill out forms and other materials in pre-set formats with required brief texts. (CLB 8)**

- ❑ *use a spreadsheet e.g. for example, they may produce tables showing services and prices of hotels and tours (ES-CU)*
- ❑ *develop and maintain mailing lists for target markets (NOS-C4.3)*

**Write letters to request and to respond to requests for information, directions, service/product, clarification, permission. (CLB 9)**

- ❑ *advise client of potential charges associated with vehicle rental, including: age, hand controls, mileage, taxes, car seats, late drop-off, refuelling, local/country, extra hours, luggage/ski racks, second driver, Global Positioning System (GPS) (NOS-D5.3)*

**Write short suggestions and reports as memos and pre-set form reports. (CLB 9)**

- ❑ *write effectively: prepare accurate memos, business letters, emails, and reports (NOS-C1.1)*

**Write semi-formal reports and proposals. (CLB 10)**

- ❑ *research and provide basic destination information on areas such as: history, culture, religion, and social customs; climate, sports, recreation, and events; languages spoken; current affairs, e.g., political situations, natural disasters; services provided by tourism offices at destination; services offered by consulates and embassies (NOS-D1.2)*

#### **IV. Presenting Information and Ideas**

**Write a three or four paragraphs to narrate a historical event; to tell a story; to express or analyse opinions on a familiar abstract topic; or to provide a detailed description and explanation of a phenomenon or a process. (CLB 8)**

- ❑ *write promotional materials, such as information sheets or flyers, to highlight special events (occasionally) (ES-W)*
- ❑ *use graphics software, e.g. they may lay out promotional materials (ES-CU)*
- ❑ *write descriptions of tours for an annual catalogue of events (occasionally) (ES-W)*
- ❑ *prepare marketing material, for example: faxes, flyers, Web sites, brochures, window displays, ticket stuffers (NOS-C4.3)*

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**For more information about:**

Canadian Language Benchmarks or Occupational Language Analyses

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National Occupational Standards for Tourism

Canadian Tourism Human Resource Council,  
151 Slater St., Suite 603  
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Tel: (613) 231-6949  
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Email: [cthrc@cthrc.ca](mailto:cthrc@cthrc.ca)

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Essential Skills Profiles

Human Resources and Skills Development Canada,  
Skills Information Division  
Human Resources Partnerships  
Human Resources and Skills Development Canada  
112 Kent Street, Tower B, 21st floor  
Ottawa, Ontario  
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<http://www5.hrsdc.gc.ca/NOC/English/NOC/2011/Welcome.aspx>

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**Registered in Ottawa this 8 day of May 2005**