

A T O U R I S M C A R E E R S A M P L E R

# Travel Counsellor

www.teachingtourism.com

F A C I L I T A T O R G U I D E



Q u a n t u m L e a r n i n g

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## **About Tourism Career Samplers**

*Tourism Career Samplers* are career exploration tools encouraging participants to experience careers by working through real situations in the classroom. Skills-based, participant-centred, informative, and interactive, each *Tourism Career Sampler* increases awareness through simulated and experiential learning.

*Tourism Career Samplers* provide an informal, practical introduction to the basics of the entry-level job and help participants make a decision whether to pursue a particular occupation. The job skills in this *Tourism Career Sampler* are based on the Canadian national occupational standards. These are available from your Tourism Education Council. Participants can use these basic skills to obtain a job and/or be well informed for job-shadowing.

### **Who can deliver *Tourism Career Samplers*?**

*Tourism Career Samplers* are best delivered by an experienced tourism teacher or a professional who has both practical skills for this specific *Career Sampler* as well as customer service experience.

### **Where can *Tourism Career Samplers* be delivered?**

All *Tourism Career Samplers* are designed to be delivered in regular classroom settings so the facilitator need not be limited by contrary weather conditions, lack of community resources or low budgets. Imagination and decoration will definitely stimulate further learning. It is more important, however, to focus on 'the learning' than to have the 'perfect' prop.

### **How long does it take to deliver a *Tourism Career Sampler*?**

All *Tourism Career Samplers* work on an 'elastic' time principle. All Samplers can be delivered in 8 hours, and most can be expanded to 20-40 hours. The expansion occurs when the learning is given over to the students. For example, part of the personal file in *Local Tour Guide Tourism Career Sampler* can take 15 minutes with pre-packaged brochures. The same lesson can be expanded to 30 minutes in the local info centre to

gather brochures, 60 minutes to sort them into categories, plus travelling time and initial instructions for a total of about 3 hours. *Weigh the allowed time with the value of the learning.* The choice is yours.

### How do I use the Facilitator Guide?

*Tourism Career Samplers* were designed by and with tourism teachers. They are straightforward teaching and learning programs which follow a 'tried and true' format:

- set up:** classroom, instructor, and participant supply list
- objectives:** learning objectives, completion requirements, completion certificates
- background:** historical context for the particular tourism career
- definitions and roles:** elements of the specific career and related jobs
- scenario:** simulated learning experiences to aid skill acquisition and career decision making
- evaluation:** assessment of the effectiveness of the *Tourism Career Sampler* experience

Your *Tourism Career Sampler Facilitator Guide* is directly aligned to the Participant Workbook. The same graphics and page layout are visible in both the Facilitator Manual and the Participant Workbook. At the top of each page, you will notice the corresponding page number in the Participant Workbook. This reduces page-flipping and allows the facilitator to focus on active classroom learning rather than searching for the overhead icon and appendices as in traditional training manuals.

Information written in **bold** means that the information is for the teacher/facilitator and is not contained in the *Participant Workbook*. The information in regular type is contained in the *Participant Workbook*. All the other information directs and supports you in facilitating your *Tourism Career Sampler*.

*Tourism Career Samplers* are copyrighted and we ask that you honour our years of industry and teaching experience, university degrees in learning theory, and personal financial risks so that you may offer quality, fairly priced tourism education products to your students and save yourself hours upon hours of prep time. By all means copy a graphic if you wish to make a transparency or other visual aid.

*Thank you for your support.*

## Facilities and supplies

### Classroom facilities

- Q work tables and chairs
- Q white board, black board, or flip chart
- Q appropriate markers and brushes
- Q overhead projector
- Q international music an asset
- Q globe or world map an asset
- Q travel posters
- Q atlases (if available)

### Instructor supplies

- Q *Travel Counsellor Tourism Career Sampler Facilitator Guide*
- Q *Travel Counsellor Tourism Career Sampler Participant Kit* for each participant
- Q tape of quiet international music Celtic harp, Indonesian bamboo, Peruvian pan pipes
- Q sets of different cruise brochures (one of each set per student)
- Q sample Cook's Railway Timetable and Official Airline Guide (used ones obtainable free from travel agency)

### Student supplies

- Q small atlas or world map showing major cities
- Q pens and pencils
- Q eraser or liquid paper
- Q highlighter an asset



## **Objectives**

*Advise participants to turn to page 2 in their workbooks*

*Quantum Learning's Travel Counsellor Tourism Career Sampler* is an informal and interactive program loaded with background, definitions, skills, practical exercises, suggested career path and resources for the entry level travel counsellor. The program is based on current occupational standards. By the end of the seminar, the participant will be able to:

- Q describe the background, roles, and characteristics of a travel counsellor
- Q locate major international tourist attractions on a world map
- Q identify major world cities by three letter city codes
- Q construct a basic itinerary using appropriate agency references
- Q describe essential fields to necessary complete a passenger name record on an airline computer reservation system
- Q calculate the cost of a cruise holiday
- Q document a basic itinerary
- Q outline the career path for travel counsellors
- Q identify main organizations for Canadian travel counsellors

### **Successful course completion consists of:**

- Q completed booking sheet
- Q completed passenger documents
- Q review test

### **Upon successful course completion the participant will:**

- Q receive completion certificate to include with resume

## Background

Advise participants to turn to page 4 in their workbooks



Thomas Cook was the first travel counsellor. He booked excursionists on day trips on some of the early trains in Great Britain.

The first travel agency was opened in the 1870's in Ludgate Circus in London, England. In this office, Thomas Cook, his son John Mason Cook, and their hired staff sold tickets and tours. The large office also offered:

- Q a reading room
- Q a waiting room
- Q a post office
- Q a telegraph office
- Q a receiving office for shipped goods

Each day, notices about **weather conditions** from around their expanding world were posted.



In 1873, the first **Cooks Continental Timetable** of European rail schedules was published. It is still being published today and is a mainstay in every travel agency selling rail travel.

## How does a travel agency make money?

Advise participants to turn to page 7 in their workbooks

Traditionally, travel counsellors have not charged for their services deriving their income from commissions paid by each travel supplier. Here are some examples of commission percentages paid to a travel agency

|                  |        |
|------------------|--------|
| tours            | 10–15% |
| cruises          | 10–15% |
| accommodation    | 10%    |
| railroads        | 5–10%  |
| rental cars      | 5-10%  |
| travel insurance | 40-50% |

Did you notice that airline ticket sales are not listed? This is because most major airlines have steadily reduced commissions to travel agents since the late 1990s. Most recently, airlines have begun to pay no commission, with some exceptions.

To compensate for this loss in revenue, many travel agencies are now charging professional fees, or service charges, for their expertise, resources and time. Some examples of these include

|   |           |
|---|-----------|
| 'Plan to go' deposit – becomes deposit when client reserves | \$100     |
| Reissuing, refunding or exchanging ticket                   | \$25-\$50 |
| Booking suppliers who pay no commission                     | \$25-\$50 |



## How does a travel counsellor make money?

Advise participants to turn to page 8 in their workbooks

The individual travel counsellor may be paid in one of several ways:

|                       |  |
|-----------------------|--|
| salary                | approx \$1,200 per month (entry level) |
| salary plus incentive | approx \$1,000/month plus commission   |
| commission            | 40 or 50% split with agency            |

### Let's work it out

You are an intermediate travel counsellor getting 40% of each booking (the agency gets 60%). You have just sold a tour for \$1000 at 15% commission and comprehensive travel insurance for \$50 at 40% commission.

What is the total commission?

|                         |              |   |              |
|-------------------------|--------------|---|--------------|
| tour                    | \$1000 x 15% | = | \$150        |
| insurance               | \$50 x 40%   | = | \$20         |
| <b>total commission</b> |              |   | <b>\$170</b> |

How much will the agency earn?

|                        |   |              |
|------------------------|---|--------------|
| <b>170 x 60% split</b> | = | <b>\$102</b> |
|------------------------|---|--------------|

How much will you earn personally?

|                        |   |             |
|------------------------|---|-------------|
| <b>170 x 40% split</b> | = | <b>\$68</b> |
|------------------------|---|-------------|

How much time did it take?

- 10 minutes?
- 1 hour?
- 3 hours?

Divide your earnings by minutes spent.



## Geography and attractions

Advise participants to turn to page 13 in their workbook

Using classroom resources and the Internet, match the following famous tourist attractions with their locations.

London, England

Cairo, Egypt

Rome, Italy

Sydney, Australia

Agra (near Delhi), India

Moscow, Russia

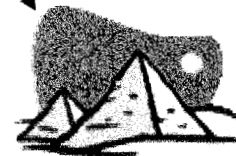
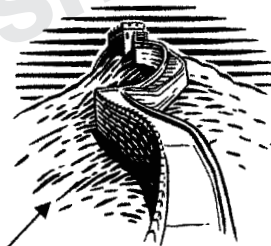
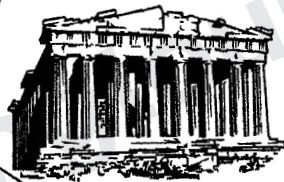
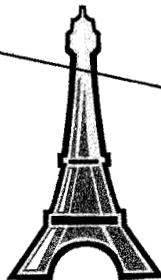
Athens, Greece

Rio de Janeiro, Brazil

Paris, France

Beijing, China

Copenhagen, Denmark



## City codes

Advise participants to turn to page 14 in their workbooks

This exercise introduces students to “travel lingo”

Every city in the world has a three letter city code. Many city codes may be easily figured out. Try to match the three letter city codes with their cities

ROM DEL PAR RIO CPH PEK CAI ATH LON SYD

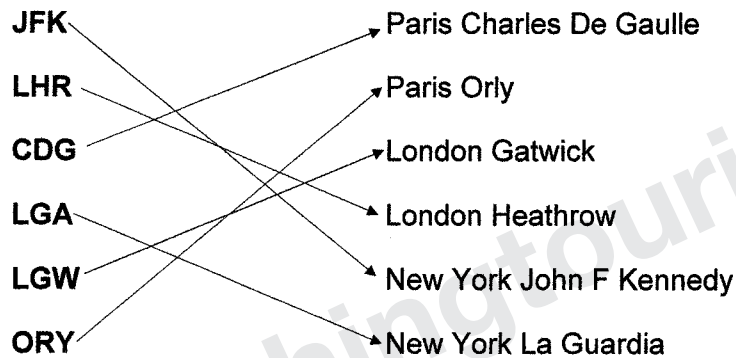
|            |                          |
|------------|--------------------------|
| <u>LON</u> | London, England          |
| <u>CAI</u> | Cairo, Egypt             |
| <u>ROM</u> | Rome, Italy              |
| <u>SYD</u> | Sydney, Australia        |
| <u>DEL</u> | Agra (Near Delhi), India |
| <u>ATH</u> | Athens, Greece           |
| <u>RIO</u> | Rio de Janeiro, Brazil   |
| <u>PAR</u> | Paris, France            |
| <u>PEK</u> | Beijing, China           |
| <u>CPH</u> | Copenhagen, Denmark      |

## Airport codes

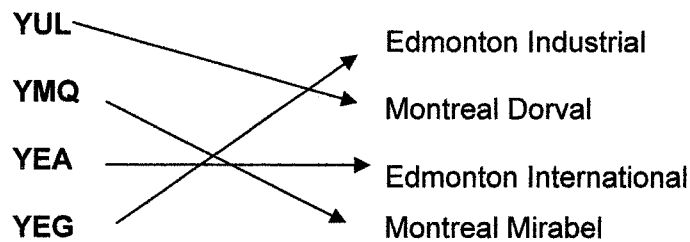
Advise participants to turn to page 15 in their workbooks

Many cities use their three letter **city codes** as **airport codes**.

However, some large cities such as Paris, London, and New York have more than one airport. They may have a three letter city code plus three letter airport codes for each of their airports. See if you can match the airport codes with their cities.



Canada has several cities with multiple airports. These Canadian codes may be less obvious as they all begin with the letter "Y". Try to match the airport code to the city.



With so many people travelling, some airports now capitalize on and market their three-letter codes, such as LAX (Los Angeles), YVR (Vancouver) and JFK (New York).

## Itinerary planning

Advise participants to turn to page 18 in their workbooks

This is a routine task for an entry level travel counsellor. The first thing one needs to know is how to obtain flight availability.

Travel counsellors have the two main sources for this type of information:

- Q **Computer Reservation System (CRS)**
- Q **Internet**

The CRS uses city, airport and airline codes such as the codes seen on pages 16-18.

## Computer reservation system

Flight information is held in a computer reservation system or **CRS**. Information in a CRS may be updated immediately by an airline in the event of schedule or airfare changes and may be booked directly by both travel counsellors and airline reservation agents.

There are two main airline CRSs in use today in Canada.

- Q **Apollo by Galileo: Thomas Cook, Anza, Pacesetter**
- Q **Sabre: Uniglobe, American Express, Cheap Tickets**

In BC, about **60%** of travel agencies use Apollo by Galileo. Most travel training facilities use a training program by VIASINC which offers both Apollo by Galileo and Sabre training. Always check with the school to see if they do offer both systems.

## Passenger name record

A complete airline reservation in a computer reservation system is known as a passenger name record or **PNR**. You will have many PNRs in one CRS.

PNRs are made up of banks of data called **fields**. There are five required fields to complete a PNR. They are:

- Phone field (shows passenger and agency phone numbers)
- Received from field (shows person requesting booking or change)
- Itinerary field (shows the flight arrangements and status)
- Name field (shows the passengers' names)
- Ticketing field (shows required date of ticket purchase)

Every completed PNR will have a **record locator**. Take the first letter from each field name and unscramble the letters. They form the word **PRINT**.

**The scenario continues to unfold...**

Your client wants you to book one night in a single room at the Disneyland Hotel for his first night in Los Angeles. He wants the minimum rated room. Add this information to your booking sheet on page 24.

| NAMES  |        | DREYFUSS/RICKY |        | FILE #  | HGH7PY | PASSENGER<br>DATA |  |
|--|--------|----------------|--------|---|--------|-------------------|--|
| ADDRESS                                      |        |                |        | AGENT<br>NAME   | QUINCY |                   |  |
|  |        |                |        | QUANTRAVEL  |        |                   |  |
| AIRLINE                                      | FLIGHT | DATE           | CITY   |   | TIME   |                   | FLIGHT<br>DATA                                   |
| AC   | 530Y   | 28 JUN         | FROM   | YVR   | LEAVE  | 0730              |  |
| AC   | 508    | 11 JUL         | TO     | LAX   | ARRIVE | 1021              |  |
|  |        |                | FROM   | LAX   | LEAVE  | 1854              |  |
|  |        |                | TO     | YVR   | ARRIVE | 2124              |  |
|  |        |                | FROM   |   | LEAVE  |                   |  |
|  |        |                | TO     |   | ARRIVE |                   |  |
| SUPPLIER                                     | CITY   | ARRIVE         | DEPART | DETAILS   |        |                   | TRAVEL<br>SUPPLIERS<br>CARS<br>CRUISES<br>HOTELS |
| Disneyland Hotel<br>1150 W Cerritos<br>92802 | LAX    | 29 JUN         | 04 JUL | SWB USD 140<br>PER 10 MAR<br>HTL/01 APR<br>1512/DH64352 |        |                   |  |
|  |        |                |        |   |        |                   |  |

Sooooo.....

Do you want  
to be a  
travel counsellor

Why?

Remember a "no" answer is as useful as a "yes" answer during career exploration.