



# Travel Consultant

## ROLE OVERVIEW

**You will be responsible for providing expert guidance to customers on their travel needs. You will work with customers to learn their needs, desires, and limitations to construct a travel plan that exceeds their expectations.**

As a travel consultant you will need to be up to date on the latest information and trends regarding global travel to ensure you can provide the highest possible service, while also providing the customer with known risks of travel to certain areas.

You will need excellent organizational and customer service skills to create customized itineraries and adapt travel programs to suit the clients needs as required. You will organize travel from beginning to end; booking tickets, accommodation, secure transport, and arrange meals where requested. You will supply the travelers with all necessary information to ensure their experience is as happy as possible.

You should also have a commitment to promoting sustainable travel services and eco-tourism. Working with your clients to discuss their interest in eco-tourism opportunities and promoting sustainable tourism when possible.

## STRATA LEVEL: 3A – Manager

### Also Known as:

- Travel Agent
- Travel Counsellor
- Environmental Tourism Advisor
- Tourism Advisor

### Education and Experience:

- High School Diploma
- A college diploma or vocational training in tourism or travel is considered an asset
- Certification by the Canadian Institute of Travel Counsellors may be required

### Associated NOC(s):

- 6521 – Travel Counsellor



## TECHNICAL



### Database Administration

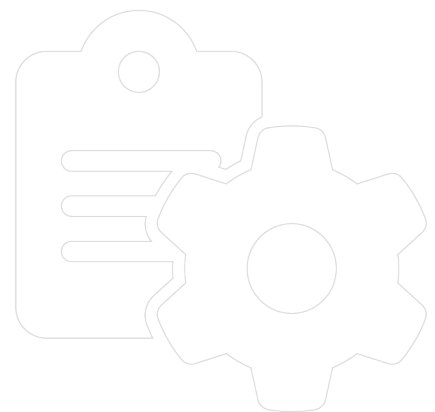
**Organize and maintain databases to ensure that information is available and accessible to the organization to facilitate analysis, research, and decision making.**

- Update and maintain internal information systems to ensure customer data and information is accurate and up to date.
- Identify opportunities to collect travel and tourism information and data to construct customer profiles and offer improved services.
- Collect and confirm all travel and tourism information and data to construct customer profiles and offer improved services.
- Store consumer data and information in line with organizational practices and jurisdictional regulations to protect against data breaches.
- Archive and dispose of data where appropriate when requested in line with organizational practices and jurisdictional regulations to protect consumer welfare.

### Travel Itineraries

**Arranges personalized travel itineraries for customers to tailor travel components to suit individual needs.**

- Identifies customer's needs and desires, including any special requirements, to tailor a personalized travel itinerary.
- Research and present thorough list of options for your customer to make an appropriate schedule.
- Draft tailor-made itineraries based on independent and customer research to provide customer with an availability of options and mock itineraries.
- Discuss travel itinerary with customer to ensure all needs and requests are accounted for and customer is satisfied.
- Confirm price, availability, and fine details of finalized schedule with vendors and customer to close sale. .



## Travel Coordination

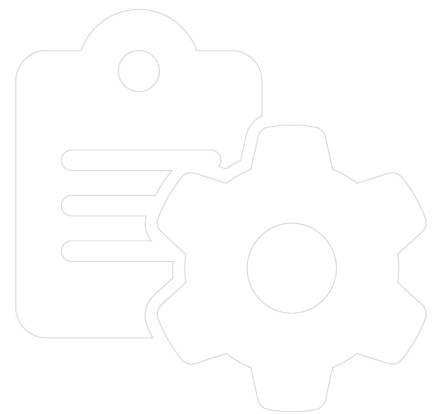
**Provides customer assistance prior to, during, and post travel plans to coordinate travel arrangements and ensure customer support.**

- Monitor travel alerts and other information related to scheduled itineraries to determine appropriate next steps.
- Communicate new information related to customer travel itinerary to communicate changes and adjust where necessary.
- Provide customers with information and advice to products or services to inform their travel decision making.
- Explain restrictions or risks attached to products, services, and destinations, where relevant, to ensure customers are fully aware of risks.
- Respond to customer queries in a timely manner in line with organizational best practices to maintain customer satisfaction.
- Provide customers with a range of suitable alternative courses of action where appropriate to generate solutions to queries or desired changes.
- Check-in with customers following travel to ensure customers are satisfied with the support provided and make improvements to future services.

## Stakeholder Relations Management

**Identifies the needs of relevant actors, working in partnerships with all necessary partners, to achieve a well-balanced solution to desired project, process, or program.**

- Build a lasting and meaningful relationship with suppliers and service providers to establish a positive, profitable, and enduring collaboration.
- Develops relationships with local communities to minimize conflicts by supporting the economic growth of local communities.
- Initiate and contributes to online discussions to support organizational objectives and goals.



## Social Media Engagement

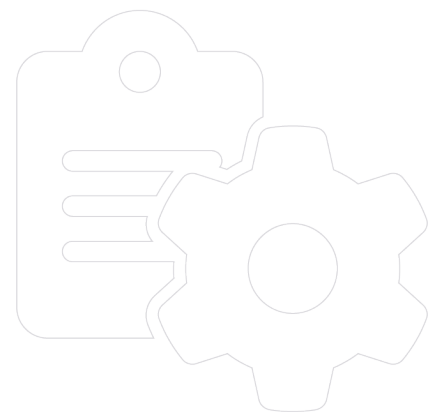
**Uses social media to communicate with customers and promote organizational programs, projects, or policies to develop positive brand recognition and consumer engagement.**

- Monitors various social media platforms to identify customer interests, trends, and gauge public sentiment to promote or improve relevant products.
- Respond to customer queries or requests in line with organizational practices to foster engagement or remedy queries.
- Create digital content to improve customer engagement or improve organizational branding.
- Explain the services or products offered by your organization to customers on social media to inform customers and generate positive business growth.
- Interprets customers online sentiment from digital text to determine the most appropriate response to a query.

## Customer Experience Development

**Reviews customer experience and engagements to review and continuously improve customer experience within the organization.**

- Examine customer feedback to develop insights to improve customer experience.
- Consult with team members to identify areas of improvement to customer experience to develop actionable strategies.
- Implement strategies to improve customer experience to improve organizational credibility and relationships with current and prospective customers.



## PERSONAL AND PROFESSIONAL



### Communication

**Positively directs outcomes by delivering communication that results in a better understanding of goals and objectives and that capture interest and gain support for immediate action.**

- Shares relevant and useful knowledge, experience, or expertise to customers to make their experience more enjoyable.
- Actively listens to customers to addresses any questions or concerns to improve overall experience.
- Uses non-technical language to effectively communicate with visitors of all experience levels.
- Asks questions when assigned unfamiliar tasks to ensure understanding and accuracy.

### Customer Service

**Demonstrates a commitment to working with customers to assess needs in an effort to satisfy requirements and expectations.**

- Responds to questions, concerns, or issues with a positive attitude to address customer needs to ensure a positive experience.
- Promptly responds to changing circumstances and communicates changes with customers to ensure understanding.
- Anticipates customer needs to effectively manage customer expectations to ensure customer satisfaction and loyalty.
- Maintain a professional demeanour when responding to customer inquiries to help customers and ensure customers receive the support desired.



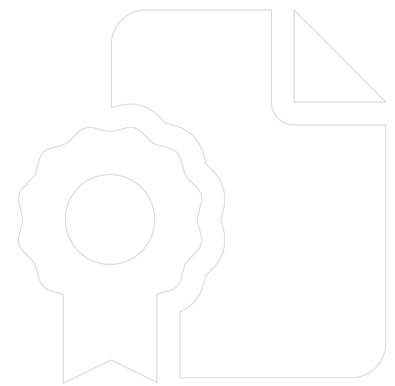
## LEGAL, REGULATORY, AND POLICY



### Health and Safety Procedure

**Abides by and advocates specific workplace safe operating procedures and occupational health and safety requirements within a defined jurisdiction to ensure the health and safety of others.**

- Applies appropriate health and safety procedures in all aspects of work to ensure zero-incidents.
- Identifies potential hazards in the workplace so that appropriate measures are taken to correct deficiency.
- Documents any and all workplace incidents and accidents to ensure hazards are reduced.
- Adheres to organizational procedures for mental health and well-being to ensure mental well-being is not detrimental to work performance.



## ENVIRONMENTAL



### Sustainable Tourism

**Integrates sustainability into all aspects of tourism to conserve and support the local environment, culture, and knowledge to foster an environmental and cultural understanding in visitors.**

- Attempts to plan activities with the lowest possible impact on the surrounding natural area to ensure the areas long-term preservation.
- Provide customers with all available options for sustainable travel and tourism, that reflect customer interests, to promote sustainable travel.
- Discuss customer's needs, wants, and preferences to gauge interest in sustainable travel and tourism to promote opportunities to reduce environmental impact through alternative travel planning.
- Explain the features, benefits, and meaning of sustainable tourism to customers to communicate the characteristics and selling points to induce consumer demand in sustainability.
- Research sustainable travel and tourism opportunities to integrate new programs into organizational promotions to provide customers with increased sustainable tourism options.

