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6431 Travel Counsellors

Travel counsellors advise clients on travel options and tour packages, make bookings and reservations, prepare tickets and receive payment.

Common Job Titles

Travel Agent
Travel Consultant
Travel Counsellor

Typical Employers

travel agencies
transportation and tourism firms
hotel chains

Selected Main Duties

Travel counsellors perform some or all of the following duties:

- Provide travel information to clients regarding destinations, transportation and accommodation options and travel costs;
- Plan and organize vacation travel for individuals or groups;
- Make transportation and accommodation reservations using computerized reservation and ticketing system;
- Sell single fare tickets and package tours to clients;
- Promote particular destinations, tour packages and other travel services;
- Provide travel tips regarding tourist attractions, foreign currency, customs, languages and travel safety.

Some overtime work during evenings, weekends and during peak travel periods may be

required. Hours can also vary especially during peak travel periods. Individuals working as travel counsellors must be prepared to work under pressure.

Education/Training

Employment in this area may require a combination of education, experience or other attributes. Completion of secondary school is required. A college diploma or vocational training in travel or tourism is usually required. Certification with the Canadian Institutes of Travel Counsellors may be required. A Certified Travel Counsellor designation is granted after three years of work experience in the industry and the completion of mandatory courses and examinations. In addition to industry educational programs, post-secondary college studies may be necessary for entrance into this classification. The extensive use of computerized reservation systems, booking systems and retrieval of information on destinations using the Internet requires that persons in these occupations develop the appropriate skills.

Employment Prospect

Over the next five years: Fair

Employment for this occupation is expected to grow more slowly than the average for all occupations through the year 2005. Many job openings will occur each year as experienced agents retire. Demand for travel services will increase because more people will travel on vacation resulting from rising family incomes, smaller families and an increasing number of older people who are more likely to travel. Business-related travel should also grow as business activity expands.

Advances in computer technology are impacting on employment opportunities for this occupation. "One-Stop" electronic systems, which integrate numerous travel services, now allow payment for transportation, lodging and car rentals to be made at one location. In addition, new communications systems are allowing consumers to arrange "on-line", over the Internet, many aspects of a typical travel package. Travel agencies, however, will continue to position themselves to meet the unique needs of niche markets by developing services to appeal to senior citizens, remote destination travellers, families and other groups willing to pay for specialized assistance.

Characteristics of Occupation

Estimated Employment in 2000	10,600
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General Characteristics	(%)
Male	21
Female	79
Full-Time	78
Part-Time	22
Self-Employed	5
Employees	95
Working away from home	92
Working at home	6
No fixed workplace address	2

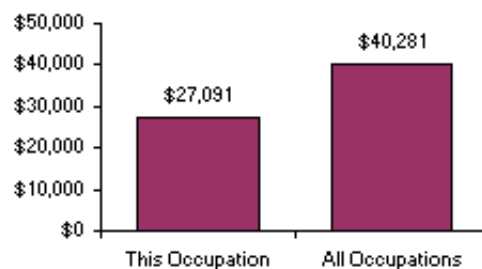
Main Industries of Employment	(%)
Other service	93

Employment by Region	(%) This Occupation	(%) All Occupations
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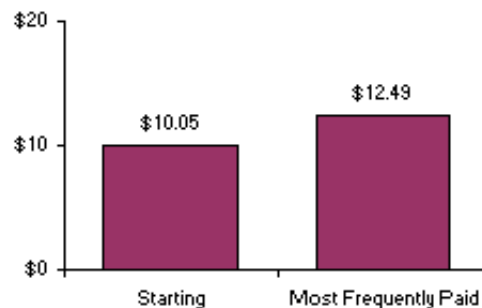
Ottawa	10	10
Kingston-Pembroke	2	4
Muskoka-Kawarths	2	3
Kitchener-Waterloo-Barrie	5	9
Hamilton-Niagara Peninsula	10	11
Toronto	57	42
London	4	5
Windsor-Sarnia	4	5
Stratford-Bruce Peninsula	2	3
Northeast	3	5
Northwest	2	2

Income and Wages

Average Annual Employment Income
(1995)



Hourly Wage Estimates (March 1999)



Additional Information Sources

Additional information about this occupation can be obtain from the following web sites:

- **Association of Canadian Travel Agents**
- **Canadian Tourism Commission**
- **Association of Retail Travel Agents**
- **Canadian Institute of Travel Counsellors**

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