


























































ASSESSMENT CATEGORIES

Utilize the chart below to see which standards are evaluated in the Knowledge Exam versus the Performance Evaluation.

In addition, the Study Guide provides a checklist for managers to review all aspects of the occupational standard.

STANDARDS	Performance Evaluation	Knowledge Exam
A. PROFESSIONALISM		
A.1. Define Tourism		
A.1.1 define tourism		
A.1.2 identify sectors of tourism		
A.2. Exhibit Professionalism		
A.2.1 demonstrate professional behaviour		
A.2.2 adhere to ethical and legal legislation, regulations, and guidelines		
A.2.3 participate in professional development activities		
B. ADMINISTRATION		
B.1. Perform General Office Duties		
B.1.1 perform general office duties		
B.2. Administer Client Bookings		
B.2.1 secure reservations		
B.2.2 process client bookings		
B.2.3 follow payment procedures		
B.2.4 process changes, cancellations, and refunds		
C. SALES AND CUSTOMER SERVICE		
C.1. Communicate Effectively		
C.1.1 communicate effectively		

STANDARDS	Performance Evaluation	Knowledge Exam
C.2. Sell Travel Products and Services		
C.2.1 create a relationship with a client		
C.2.2 determine client's needs		
C.2.3 recommend travel products and services		
C.2.4 manage bookings for travelers with special needs		
C.2.5 overcome objections		
C.2.6 close sale		
C.2.7 follow up on client reservations		
C.2.8 maintain long-term relationships with client		
C.3. Handle Client Complaints		
C.3.1 handle client's complaints		
C.4. Apply Travel Services Marketing Skills		
C.4.1 participate in preparation of marketing plan		
C.4.2 monitor marketing plan		
C.4.3 apply marketing skills		
C.5. Establish Relationships with Suppliers		
C.5.1 establish relationships with suppliers		
D. TRAVEL PRODUCTS		
D.1. Provide Destination Product Information		
D.1.1 research travel destinations		
D.1.2 provide destination product information		
D.2. Provide Air Transportation Product Information		
D.2.1 define air transportation terms		
D.2.2 identify air transportation coding		
D.2.3 interpret air transportation information		
D.2.4 identify descriptions of air travel		
D.2.5 calculate air transportation costs		
D.2.6 follow IATA/Bank Settlement Plan (BSP ticketing procedures)		
D.3. Provide Rail Transportation Product Information		

STANDARDS	Performance Evaluation	Knowledge Exam
D.3.1 define North American rail transportation terms		
D.3.2 define international rail transportation terms		
D.3.3 interpret rail transportation information		
D.3.4 identify rail transportation costs		
D.4. Provide Cruise/Marine Transportation Product Information		
D.4.1 understand cruise/marine transportation terms		
D.4.2 interpret cruise/marine information		
D.4.3 identify cruise/marine transportation costs		
D.5. Know Ground Transportation Products		
D.5.1 define ground transportation terms		
D.5.2 interpret ground transportation information		
D.5.3 calculate ground transportation costs		
D.6. Provide Tour Products		
D.6.1 define tour terms		
D.6.2 demonstrate knowledge of tours		
D.6.3 interpret tour information		
D.6.4 calculate tour product costs		
D.7. Provide Accommodation Products		
D.7.1 define accommodation travel product terms		
D.7.2 interpret accommodation information		
D.7.3 calculate accommodation costs		
D.8. Demonstrate Knowledge of Attractions and Events		
D.8.1 demonstrate knowledge of attractions and events		
D.9. Provide Travel Insurance Products		
D.9.1 define travel insurance terms		
D.9.2 interpret insurance information	