# Key Research Findings

This analysis was based on the pre-determined criteria and measures listed below:

| Section | Description | Measures |
|---|---|---|
| **Student Demand** | Includes an assessment of OCAS (2007 - 2011) enrolment data at other colleges in terms of mean growth rate with a specific focus on Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)<br><br>Trends in certificate, diploma, degree, apprenticeship and continuing education (where available).<br><br>**Click Below to Access Full Source Document:**<br>Fall Enrollment Trend | • Strong = Fleming enrolment growth is outpacing system and is equal to or greater than 3%<br>• Moderate = Fleming enrolment growth is equivalent to system demand and is between 1.0 to 2.9%<br>• Weak = Fleming enrolment growth is less than the system demand and is less than 1% |
| **Labour Market** | Includes projected employment rate growth based on a consolidation of various Ontario, Canadian, and US sources including HRSDC, Sector Council Reports US Bureau of Labour Statistics, and the MTCU Employment Profile. | • Strong = Between 5-6 positive labour market indicators<br>• Moderate = Between 3-5 positive labour market indicators<br>• Weak = Between 1-2 or no positive labour market indicators |
| **Competitive Analysis** | Includes the number of actual colleges offering the program as well as the ratio of applications to acceptances at Fleming compared to other colleges and specific comment about Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)<br><br>**Click Below to Access Full Source Document:**<br>Fall Conversion Report | • Strong = Fleming conversion ratio is greater than 2 below the system<br>• Moderate = Fleming conversion ratio is 1 above, below or equal to the system<br>• Weak = Fleming conversion ratio is greater than 2 above than the system |
| **Financial Analysis** | Includes a review of Contribution to Overhead (CTO) for existing programs (2010-11)<br><br>**Click Below to Access Full Source Document:**<br>Costing Analysis | • Strong = CTO is greater than 35%<br>• Moderate = CTO is between 30 - 34%<br>• Weak = CTO is between 20 – 30%<br><br>**No Contribution = 19% or less** |

# Key Research Findings

| | | |
|---|---|---|
| **Key Performance Indicators** | Includes KPI trends from the Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012.<br><br>**Click Below to Access Full Source Document:**<br>Key Performance Indicators | • Strong = Above system average in 6-7 indicators<br>• Moderate = Above system average in 3-5 indicators<br>• Weak = Above system average in 0-2 indicators. |
| **Resource Analysis** | Requires school level assessment regarding space, technology, capital equipment and human resources. Recommendations from recent Program Review Reports included here | |

# Key Research Findings

## Tourism and Travel (53205)

| Student Demand[1] | • WEAK |
|---|---|

The following information consists of OCAS yearly student fall registration data as well as a mean growth rate and average student registration for each program under these categories:

**Certificate**

- Only two schools offer this program
- While Seneca has a mean growth rate of **460%** compared to the growth rate of Canadore with **8%**, Seneca only has an average registration of **8 students**, while Canadore as a higher average of **24 students**

**Diploma**

- Fifteen colleges offer this diploma program, including three of Fleming's main competitors
- Fleming has a **-6%** mean growth rate, lower than the system rate of **-3%**
- Out of the key competitors, Georgian is the only one with a positive mean growth rate of **2%**
- Overall, Humber has the highest mean growth rate **(16%)** and Confederation has the lowest rate **(-11%)**
- Seneca has the highest average registration with **151 students** and Cambrian the lowest with **17 students**

**Advanced Diploma**

- Georgian is the only school to offer this program, which has experienced a negative mean growth rate of **-12%** and an average registration of **18 students**

**Degree**

- Humber is the only college to offer this program, which has experienced a **0%** mean growth rate and an average registration of **15 students**

[1] Registration data obtained from the Program Counts by Applicant Type Report (RPT0050P) in the OCAS Reporting and Analytics Cube December 7, 2011.

Some programs/colleges may not be included because they were missing MCU codes in the OCAS dataset

Prepared by Fleming Data Research (07-2012)

# Key Research Findings

## Certificate

| Program: 43205 - TRAVEL COUNSELLOR | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 2007 | 2008 | % Change (07-08) | 2008 | 2009 | % Change (08-09) | 2009 | 2010 | % Change (09-10) | 2010 | 2011 | % Change (10-11) | % Mean Growth Rate (07-11) | 5 Year Average Reg. Students |
| CANADORE | 18 | 20 | 11 | 20 | 33 | 65 | 33 | 28 | -15 | 28 | 20 | -29 | 8 | 24 |
| SENECA | | | | | 1 | | 1 | 10 | 900 | 10 | 12 | 20 | 460 | 8 |
| ***Total*** | ***18*** | ***20*** | ***11*** | ***20*** | ***34*** | ***70*** | ***34*** | ***38*** | ***12*** | ***38*** | ***32*** | ***-16*** | ***19*** | ***28*** |

## Diploma

| Program: 53205 - TOURISM AND TRAVEL | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 2007 | 2008 | % Change (07-08) | 2008 | 2009 | % Change (08-09) | 2009 | 2010 | % Change (09-10) | 2010 | 2011 | % Change (10-11) | % Mean Growth Rate (07-11) | 5 Year Average Reg. Students |
| ALGONQUIN | 124 | 129 | 4 | 129 | 129 | 0 | 129 | 90 | -30 | 90 | 84 | -7 | -8 | 111 |
| CAMBRIAN | 15 | 14 | -7 | 14 | 23 | 64 | 23 | 15 | -35 | 15 | | | 8 | 17 |
| CENTENNIAL | 28 | 33 | 18 | 33 | 44 | 33 | 44 | 44 | 0 | 44 | 32 | -27 | 6 | 36 |
| CONFEDERATION | 29 | 31 | 7 | 31 | 31 | 0 | 31 | 29 | -6 | 29 | 16 | -45 | -11 | 27 |
| FANSHAWE | 70 | 91 | 30 | 91 | 64 | -30 | 64 | 83 | 30 | 83 | 89 | 7 | 9 | 79 |
| → FLEMING | 45 | 46 | 2 | 46 | 47 | 2 | 47 | 48 | 2 | 48 | 33 | -31 | -6 | 44 |
| GEORGIAN | 49 | 59 | 20 | 59 | 36 | -39 | 36 | 46 | 28 | 46 | 45 | -2 | 2 | 47 |
| HUMBER | 72 | 125 | 74 | 125 | 103 | -18 | 103 | 110 | 7 | 110 | 112 | 2 | 16 | 104 |
| LA CITÉ COLLÉGIAL | 32 | 29 | -9 | 29 | 35 | 21 | 35 | 31 | -11 | 31 | 41 | 32 | 8 | 34 |
| LOYALIST | 15 | | | | | | | | | | | | | 15 |
| MOHAWK | 88 | 88 | 0 | 88 | 95 | 8 | 95 | 67 | -29 | 67 | 72 | 7 | -4 | 82 |
| NIAGARA | 46 | 64 | 39 | 64 | 47 | -27 | 47 | 37 | -21 | 37 | 36 | -3 | -3 | 46 |
| SENECA | 185 | 182 | -2 | 182 | 121 | -34 | 121 | 134 | 11 | 134 | 132 | -1 | -6 | 151 |
| SHERIDAN | 81 | 69 | -15 | 69 | 55 | -20 | 55 | 65 | 18 | 65 | 67 | 3 | -3 | 67 |
| ST. CLAIR | 27 | 37 | 37 | 37 | 43 | 16 | 43 | 42 | -2 | 42 | 41 | -2 | 12 | 38 |
| ***Total*** | ***906*** | ***997*** | ***10*** | ***997*** | ***873*** | ***-12*** | ***873*** | ***841*** | ***-4*** | ***841*** | ***800*** | ***-5*** | ***-3*** | ***883*** |

## Advanced Diploma

| Program: 63205 - TOURISM MANAGEMENT | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 2007 | 2008 | % Change (07-08) | 2008 | 2009 | % Change (08-09) | 2009 | 2010 | % Change (09-10) | 2010 | 2011 | % Change (10-11) | % Mean Growth Rate (07-11) | 5 Year Average Reg. Students |
| GEORGIAN | 24 | 15 | -38 | 15 | 24 | 60 | 24 | 18 | -25 | 18 | 10 | -44 | -12 | 18 |
| ***Total*** | ***24*** | ***15*** | ***-38*** | ***15*** | ***24*** | ***60*** | ***24*** | ***18*** | ***-25*** | ***18*** | ***10*** | ***-44*** | ***-12*** | ***18*** |

# Key Research Findings

**Degree**

| Program: 83205 - BACHELOR OF APPLIED BUSINESS (TOURISM MANAGEMENT) | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 2007 | 2008 | % Change (07-08) | 2008 | 2009 | % Change (08-09) | 2009 | 2010 | % Change (09-10) | 2010 | 2011 | % Change (10-11) | % Mean Growth Rate (07-11) | 5 Year Average Reg. Students |
| HUMBER | 15 | | | 15 | 14 | -7 | 14 | 18 | 29 | 18 | 14 | -22 | 0 | 15 |
| ***Total*** | ***15*** | | | ***15*** | ***14*** | ***-7*** | ***14*** | ***18*** | ***29*** | ***18*** | ***14*** | ***-22*** | ***0*** | ***15*** |

## Labour Market

- **WEAK**

**Employment Ontario**[2]

Travel Counsellors (NOC – 6431)

- Employment Ontario Rating (2009-2013):
  - **Limited**
- Education and Training
  - "Employment in this area may require a combination of education, experience or other attributes. Completion of secondary school is recommended. A college diploma or vocational training in travel or tourism is usually recommended. Certification with the Canadian Institutes of Travel Counsellors (CITC) is an asset. A Certified Travel Counsellor designation is granted after the completion of mandatory courses, examinations and work experience. 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. As well, employers are increasingly emphasizing marketing skills as an essential ingredient for a successful travel consultant."
- Demand
  - "Opportunities for employment in this occupation are expected to be limited over the period from 2009 to 2013. Most job opportunities will be created as experienced travel agents leave the labour force or enter new occupations. Demand for travel services is vulnerable to the economic cycle, international political crises and pandemics. In periods of economic downturn, fewer people go on expensive vacations due to reduced incomes and restricted spending on non-essential travel. Business-related travel is also impacted as business activity declines."

  - "Automated reservations and ticketing that enable passengers to make reservations and purchase tickets themselves have negatively impacted 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 many aspects of travel packages over the Internet. All these factors have reduced demand for travel counsellors especially those who do routine bookings."

[2] "6431 Travel Counsellors." *Employment Ontario*. N.p., n.d. Web. 10 Aug. 2012. <http://www.tcu.gov.on.ca/eng/labourmarket/ojf/pdf/6431_e.pdf>.

# Key Research Findings

- "Travel agencies however will need to position themselves to meet the unique needs of niche markets by developing services that appeal to senior citizens, remote destination travellers, families and other groups willing to pay for specialized assistance. Those eager to travel to exotic and unique places will continue to prefer the services of a professional travel agent who can recommend excursions, provide travel advice and money saving tips. Individuals entering this profession should have strong "people" as well as marketing skills and should specialize in travel destinations in order to secure good employment prospects. They will also have to keep abreast of the latest computer technology in use by the industry."

**HRSDC**[3]

Travel Counsellors (NOC – 6431)

| | **Level** | **Share** |
|---|---|---|
| Expansion Demand: | -207 | -1% |
| Retirements: | 12,409 | 81% |
| Other Replacement Demand: | 1,708 | 11% |
| Emigration: | 1,387 | 9% |
| **Projected Job Openings:** | 15,298 | 100% |
| | **Level** | **Share** |
| School Leavers: | 27,082 | 161% |
| Immigration: | 6,519 | 39% |
| Other | -16,812 | -100% |
| **Projected Job Seekers:** | 16,790 | 100% |

- "Over the 2011-2020 period, an occupation will be in excess demand (a shortage of workers) if the projected number of job openings is significantly greater than the projected number of job seekers. An occupation will be in excess supply (a surplus of workers) if the projected number of job openings is smaller than the projected number of job seekers. For **Occupations In Travel And Accommodation**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **15,298** and **16,790** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings."

- "Based on projections and considering that there was a surplus of labour in this occupation, it is expected that there will be more job seekers than job openings over the 2011-2020 period. More than 80% of job openings for the projection period will arise from retirements. Even though workers in this occupation are younger than in most occupations, over 12,000 openings will be created by departures for retirement. Furthermore, although there will be no expansion demand over the projection period, this is an improvement over what was observed during the previous decade when employment dropped. As for labour supply, school leavers will account for the majority of job seekers over the 2011-2020 period. In fact, school leavers will far outnumber job openings. However, in the past many workers left this occupation. This will continue to be the case over the projection period. As the skills required for this occupation are relatively generic, many workers enter this occupation while searching for employment in other occupations that better match their career goals. Moreover, the difficult conditions in this occupation lead many workers to leave it for another occupation."

[3] "Occupations In Travel And Accommodation (643)." *Canadian Occupational Projection System (COPS)*. N.p., n.d. Web. 9 Aug. 2012. <http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=79>.

# Key Research Findings

**US Bureau of Labour**

Travel Agent (SOC – 41-3041)[4]

- Employment Growth (2010/2020): **10%**
  - **82,200** (2010) to **91,100** (2020)

- "Employment of travel agents is projected to grow by 10 percent from 2010 to 2020, about as fast as the average for all occupations."
- "Clients who want customized travel experiences, such as adventure tours, will continue to require the expertise of agents. However, the ability of travelers to research vacations and book their own trips using the Internet is expected to continue to suppress demand for travel agents."

- "Job prospects should be best for travel agents who specialize in specific destinations or particular types of travelers, such as groups with a special interest or corporate travelers."

**HRSDC[5]**

Tour and Recreational Guides And Amusement Occupations (NOC – 6441)

| | **Level** | **Share** |
|---|---|---|
| Expansion Demand: | 3,064 | 52% |
| Retirements: | 2,052 | 35% |
| Other Replacement Demand: | 389 | 7% |
| Emigration: | 362 | 6% |
| **Projected Job Openings:** | 5,867 | 100% |
| | Level | Share |
| School Leavers: | 5,631 | 67% |
| Immigration: | 2,815 | 34% |
| Other | -78 | -1% |
| **Projected Job Seekers:** | 8,368 | 100% |

- "Over the 2011-2020 period, an occupation will be in excess demand (a shortage of workers) if the projected number of job openings is significantly greater than the projected number of job seekers. An occupation will be in excess supply (a surplus of workers) if the projected number of job openings is smaller than the projected number of job seekers. For **Tour And Recreational Guides And Amusement Occupations**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **5,867** and **8,368** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings."

[4] "Travel Agents." *US Bureau of Labour*. N.p., n.d. Web. 9 Aug. 2012. <http://www.bls.gov/ooh/sales/travel-agents.htm#tab-6>.
[5] "Tour And Recreational Guides And Amusement Occupations (644)." *Canadian Occupational Projection System (COPS)*. N.p., n.d. Web. 9 Aug. 2012. < http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=80>.

# Key Research Findings

- "Based on projections and considering that there was surplus labour supply in this occupation, it is expected that this occupation will continue to have surplus supply. In other words, the number of job seekers will be more than sufficient to fill the job openings over the 2011-2020 period. Job openings will arise from both new positions due to economic growth and replacement needs due to retirement. Employment growth will be greater than the average for all occupations over the projection period. With regard to labour supply, the majority of job seekers will come from the school system. A rather significant proportion of job seekers will also come from immigration."

**Sector Councils and Reports**

- Association of Canadian Travel Agencies
- Canadian Association of Tour Operators
- Canadian Institute of Travel Counsellors
- Canadian Tourism Human Resource Council
- Ontario Tourism Education Council
- Tourism Industry Association of Canada
- Travel Industry Council of Ontario
- **The Future of Canada's Tourism Sector: Shortages to Resurface as Labour Market Tightens**

**The Future of Canada's Tourism Sector: Shortages to Resurface as Labour Market Tightens[6]**

- **Executive Summary**

"Tourism activity makes a significant contribution to the Canadian economy. In 2010, domestic and international tourists spent over $70 billion on tourism activities. However, it is not only visitors who spend money within the sector; spending by local residents at restaurants and attractions also drives demand for tourism goods and services. In 2010, this combination of spending reached $188 billion, and is expected to climb to over $293 billion by 2030."

"In 2010, over 1.6 million full-year jobs were required to meet the demand for tourism goods and services. The projections for future spending suggest that, by 2030, demand for labour in the sector will grow to 2.1 million jobs, an increase of 33 per cent."

"The future demand for tourism is great enough that there may not be enough workers to fill these jobs. This was the case in 2007 when 23,700 full-year jobs in the sector went unfilled because demand for labour exceeded the available supply of labour. While the effects of the recession of 2008-09 were largely negative, tourism businesses experienced a temporary reprieve from labour shortages. As a result of the recession, there has been a surplus of available labour in recent years."

"However, labour demand in the sector is expected to increase at 1.6 per cent per year from 2010 to 2014, while the supply of labour will increase at the more modest pace of 1.2 per cent. As growth in demand outpaces growth in labour supply, the residual surplus will disappear and, in 2013, the sector will return to shortages equivalent to 3,700 full-year jobs."

[6] "The Future of Canada's Tourism Sector: Shortages to Resurface as Labour Markets Tighten." *Canadian Tourism Human Resource Council*. N.p., n.d. Web. 9 Aug. 2012. <http://cthrc.ca/en/research_publications/~/media/Files/CTHRC/Home/research_publications/labour_market_information/Supply_Demand/SupplyDemand_Report_Current_EN.ashx>.

# Key Research Findings

"This labour gap is not spread evenly across the country. In fact, the regions that saw a stronger economic recovery following the recession –Saskatchewan, Manitoba, Newfoundland and Labrador, and Alberta—experienced shortages in 2010 and/or 2011. Focus group discussions with tourism business representatives from across the country suggested tourism revenues were boosted by heightened business travel activity and stronger economic prospects in areas where natural-resource-based activity was expanding quickly. This resulted in a more rapid return to labour shortages in the local area.

"Over the long-term, demand for labour in the tourism sector is expected to climb 33 per cent by 2030 and will grow faster than the projected supply of labour. For the moment, this state of affairs is manageable as there is a surplus of available labour, nationally. However, low fertility rates, longer life spans and the aging of the baby-boom generation will limit labour force growth. Moreover, declining birth rates will curb growth in the number of young people entering the labour force; a critical source of labour for the tourism sector. Although higher immigration will offset these trends to a degree, it will not be enough to prevent future labour demand and supply imbalances."

"The growing gap between labour demand and the number of available workers will cause a significant number of jobs to go unfilled over the next 20 years. By 2030, shortages in the tourism sector could grow to 228,000 jobs, leaving 10.7 per cent of potential labour demand unfilled. The greatest shortages are expected to materialize in the food and beverage services and recreation and entertainment industry groups."

"Elsewhere, weak labour supply growth will cause labour shortages to re-emerge despite increased economic uncertainty over the medium term. Not surprisingly, the largest shortages will occur in the provinces with the largest populations. By 2030, Ontario could see over 88,000 tourism jobs unfilled and sizeable shortages are also expected for Quebec, British Columbia, and Alberta. By contrast, Atlantic Canada is expected to endure the most acute shortages. Although not as large in absolute numbers, as a percentage of labour demand, the shortages will be significant, ranging from 12.1 per cent in Prince Edward Island to 17 per cent in Newfoundland and Labrador."

"Under these conditions, Canada's tourism sector will be unable to reach its full economic potential. If there is not enough labour available to meet the potential demand, some of that demand will go unfilled. If the expected shortages are not mitigated, the sector could forgo $31.4 billion in potential revenues by 2030."

"Unless industry stakeholders work together to make collective changes that address labour shortages, it is likely that tourism operators will need to compete aggressively by increasing wages to attract workers. However, as a sole means of dealing with the labour gap, this is an ineffective strategy. While higher wages would result in boosting the available supply of workers, the higher wages would also trigger price increases that would reduce both the demand for tourism goods and services and the corresponding demand for workers. All told, under these circumstances, Canada's tourism sector would still fall short of its economic potential."

"The outlook may seem bleak, but these shortages are not inevitable. The projections assume that the attractiveness of tourism occupations, job responsibilities, wages and access to training and education programs will remain constant out to 2030. This will not necessarily be the case. Action on the part of governments, the industry as a whole, and individual businesses can significantly reduce potential shortages.

# Key Research Findings

"Businesses can improve their labour supply by identifying underutilized labour pools such as mature workers, persons with disabilities and new immigrants and implement policies to attract these potential employees. The industry can also attract employees by improving the image of tourism jobs by showcasing the benefits of working in the sector and by identifying and adjusting to the needs of workers from different demographic segments. For example, tourism sector jobs could be made substantially more attractive if more employers offered training, the opportunity for advancement and more than two weeks vacation. In fact, a 20 per cent increase in the number of 15-24 year olds who are offered these non-wage benefits by tourism employers could reduce the shortage by over 32,000 jobs. Furthermore, a non-wage benefit survey conducted for this report shows that the single most important factor in attracting and retaining young employees is providing them with the opportunity for advancement. When given this opportunity, young workers were 230% more likely to remain with their current employer. Feedback from tourism businesses also suggests that changes to the temporary foreign worker and provincial nominee programs, and employment insurance reform could also improve the sector's labour situation."

"These are just some of the potential solutions that are available. The effect of shortages can be diminished through policy changes and the individual actions taken by businesses to attract and retain employees. It is within the power of government, industry associations and tourism businesses to significantly reduce these shortfalls. Doing so will allow the Canadian tourism sector to meet its full economic potential."

# Key Research Findings

**Employment Profile**[7]

In 2010-2011, **35.9%** of graduates were employed in a full time position which related to this program of study provincially

## Travel/Tourism

| Total Graduates: | 1,209 | Total Graduates in Survey: | 823 | Response Rate: | 68.9% |
|---|---|---|---|---|---|

596 graduates were reported after the survey window had closed. While program information for these graduates has been included wherever possible, these graduates are not included in survey results, such as response rates.

### Programs in Travel/Tourism

| Programs | Duration | Total Grads | Total in Survey | Total in Labour Force | Colleges |
|---|---|---|---|---|---|
| Event Management | Post Diploma | 246 | 162 | 144 | Algonquin, Centennial, Conestoga, Mohawk, Niagara, Seneca, Sir Sandford Fleming |
| Outdoor Adventure Skills | 1 Year | 33 | 24 | 13 | Sir Sandford Fleming |
| Recreational Tourism Management | 2 Years | 53 | 31 | 25 | Algonquin, Cambrian |
| Special Events Planning – Destination Tourism | 2 Years | 179 | 112 | 99 | George Brown |
| Tourism | 2 Years | 36 | 25 | 18 | Niagara |
| Tourism And Travel | 2 Years | 606 | 429 | 362 | Algonquin, Cambrian, Centennial, Confederation, Fanshawe, Georgian, Humber, La Cité, Mohawk, Seneca, Sheridan, Sir Sandford Fleming, St. Clair, St. Lawrence |
| Tourism Management | 3 Years | 25 | 16 | 13 | Georgian |
| Travel Counsellor | 1 Year | 31 | 24 | 12 | Canadore, Seneca |

### Summary of Survey Data

| | Program Cluster | All Programs |
|---|---|---|
| Survey Population | 823 | 50,622 |
| Labour Force Participation | 83% | 74% |
| **Employment Rate[a]** | **86%** | **83%** |
| Employed Part-time[a] | 20% | 18% |
| Employed Full-time[a] | 66% | 65% |
| **Average Annual Earnings – Total** | **$26,547** | **$33,199** |
| Average Annual Earnings – Female | $26,011 | $31,897 |
| Average Annual Earnings – Male | $29,079 | $34,607 |
| Graduate Satisfaction | 69% | 79% |
| Employer Satisfaction | 93% | 93% |

a. As a percentage of graduates in the labour force.

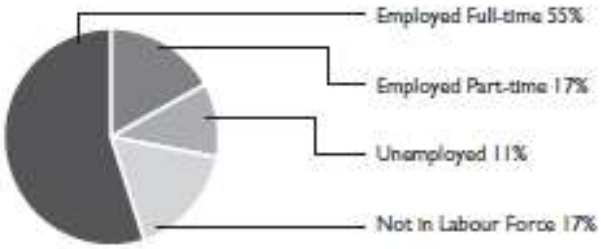
176 Employment Profile: 2009–2010 Graduates

[7] "Employment Profile." *Ontario*. N.p., 2011. Web. 19 July 2012. <http://www.tcu.gov.on.ca/pepg/audiences/colleges/serials/eprofile09-10/profile10.pdf>.

# Key Research Findings

**Travel/Tourism**

## Graduate Outcomes for Program Cluster (as a percentage of all respondents)




## Top Five Industries of Employment

| | # | % |
|---|---|---|
| Administrative and Support Services | 139 | 24.4% |
| Food Services and Drinking Places | 75 | 13.2% |
| Accommodation Services | 49 | 8.6% |
| Amusement, Gambling and Recreation Industries | 28 | 4.9% |
| Clothing and Clothing Accessories Stores | 23 | 4.0% |

## Top Five Occupational Categories

| | # | % |
|---|---|---|
| Travel Counsellors | 86 | 14.9% |
| Retail Salespersons and Sales Clerks | 57 | 9.9% |
| Food and Beverage Servers | 43 | 7.4% |
| Conference and Event Planners | 42 | 7.3% |
| Hotel Front Desk Clerks | 28 | 4.8% |

# Key Research Findings

**Travel/Tourism**

## Summary of Graduate Outcomes by Program

| | Full-time Employed, Program Related | | Full-time Employed, Program Unrelated | | Part-time Employed, Program Related | | Part-time Employed, Program Unrelated | | Unemployed | | Not in Labour Force | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | # | % | # | % | # | % | # | % | # | % | # | % |
| Event Management | 50 | 30.9 | 50 | 30.9 | 11 | 6.8 | 14 | 8.6 | 19 | 11.7 | 18 | 11.1 |
| Outdoor Adventure Skills | – | – | 6 | 25.0 | – | – | 4 | 16.7 | 3 | 12.5 | 11 | 45.8 |
| Recreational Tourism Management | 13 | 41.9 | 5 | 16.1 | 3 | 9.7 | – | – | 4 | 12.9 | 6 | 19.4 |
| Special Events Planning – Destination Tourism | 34 | 30.4 | 30 | 26.8 | 8 | 7.1 | 16 | 14.3 | 11 | 9.8 | 13 | 11.6 |
| Tourism | 6 | 24.0 | 7 | 28.0 | 3 | 12.0 | 1 | 4.0 | 1 | 4.0 | 7 | 28.0 |
| Tourism And Travel | 154 | 35.9 | 79 | 18.4 | 28 | 6.5 | 47 | 11.0 | 54 | 12.6 | 67 | 15.6 |
| Tourism Management | 6 | 37.5 | 3 | 18.8 | 1 | 6.3 | 2 | 12.5 | 1 | 6.3 | 3 | 18.8 |
| Travel Counsellor | 3 | 12.5 | 8 | 33.3 | 1 | 4.2 | – | – | – | – | 12 | 50.0 |
| **All Programs in Cluster** | **266** | **32.3** | **188** | **22.8** | **55** | **6.7** | **84** | **10.2** | **93** | **11.3** | **137** | **16.6** |

## Earnings of Full-time Employed Participants

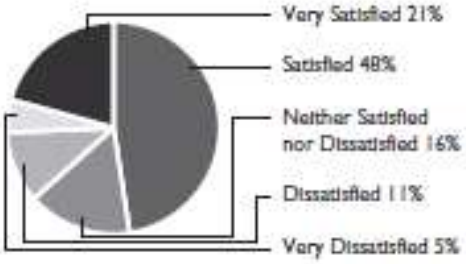
| Program | Average – Females | Average – Males | Median – Females | Median – Males | Average for Program | Median for Program |
|---|---|---|---|---|---|---|
| Event Management | $29,351 | $36,168 | $29,900 | $36,500 | $30,090 | $30,000 |
| Outdoor Adventure Skills | – | $32,715 | – | $31,286 | $32,715 | $31,286 |
| Recreational Tourism Management | $26,253 | $23,829 | $26,072 | $22,995 | $25,041 | $25,550 |
| Special Events Planning – Destination Tourism | $28,113 | $33,315 | $29,330 | $37,543 | $28,813 | $29,390 |
| Tourism | $24,830 | – | $23,047 | – | $24,830 | $23,047 |
| Tourism And Travel | $24,203 | $25,637 | $23,881 | $25,029 | $24,414 | $24,000 |
| Tourism Management | $22,879 | – | $22,000 | – | $24,697 | $25,000 |
| Travel Counsellor | $22,713 | – | $17,559 | – | $27,635 | $22,542 |
| **All Programs in Cluster** | **$26,011** | **$29,079** | **$25,000** | **$28,000** | **$26,530** | **$25,029** |

# Key Research Findings

**Travel/Tourism**

## Program Cluster Satisfaction

**Graduate Satisfaction** with the usefulness of his/her college education in achieving his/her goals after graduation:*




* 77% graduates participated in this question.

**Employer Satisfaction** with employee overall college preparation for the type of work he/she was doing:*

* 117 employers participated in this survey.

## Program Cluster Historical Data

| | 00-01 Grads | 01-02 Grads | 02-03 Grads | 03-04 Grads | 04-05 Grads | 05-06 Grads | 06-07 Grads | 07-08 Grads | 08-09 Grads | 09-10 Grads |
|---|---|---|---|---|---|---|---|---|---|---|
| Percentage Employed | 87.0% | 85.7% | 86.8% | 86.6% | 85.9% | 89.7% | 89.7% | 88.2% | 85.3% | 86.4% |
| Percentage Employed Full-time | 73.7% | 74.3% | 75.2% | 74.4% | 72.6% | 76.4% | 75.4% | 72.9% | 67.3% | 66.2% |
| Percentage Employed Full-time Related Jobs | 46.4% | 49.5% | 46.1% | 45.4% | 47.6% | 50.9% | 53.4% | 49.5% | 38.2% | 38.8% |
| Average Annual Salary Full-time Related Jobs | $21,580 | $22,405 | $22,903 | $23,573 | $24,304 | $25,168 | $25,714 | $27,219 | $26,760 | $26,317 |

# Key Research Findings

**Working in Canada**

Travel Counsellors (NOC – 6431)[8]

- Ontario Rating: **Not Available**

- **Wage Range by Region:**

| Location | Wage ($/hr) | | |
|---|---|---|---|
| | Low | Median | High |
| Ontario | 10.25 | 14.77 | 24.52 |
| Hamilton--Niagara Peninsula Region | N/A | N/A | N/A |
| Kingston - Pembroke Region | 10.25 | 14.77 | 24.52 |
| Kitchener--Waterloo--Barrie Region | 10.25 | 14.77 | 24.52 |
| London Region | 10.25 | 14.77 | 24.52 |
| Muskoka-Kawarthas Region | 10.25 | 14.77 | 24.52 |
| Northeast Region | 10.25 | 14.77 | 24.52 |
| Northwest Region | 10.25 | 14.77 | 24.52 |
| Ottawa Region | N/A | N/A | N/A |
| Stratford--Bruce Peninsula Region | 10.25 | 14.77 | 24.52 |
| Toronto Region | 10.25 | 14.77 | 24.52 |
| Windsor-Sarnia Region | 10.25 | 14.77 | 24.52 |

**Working in Canada**

Tour and Travel Guides (NOC – 6441)[9]

- Ontario Rating: **Not Available**

- **Wage Range by Region:**

| Location | Wage ($/hr) | | |
|---|---|---|---|
| | Low | Median | High |
| Ontario | 10.25 | 14.77 | 24.52 |
| Hamilton--Niagara Peninsula Region | N/A | N/A | N/A |
| Kingston - Pembroke Region | 10.25 | 14.77 | 24.52 |
| Kitchener--Waterloo--Barrie Region | 10.25 | 14.77 | 24.52 |
| London Region | 10.25 | 14.77 | 24.52 |
| Muskoka-Kawarthas Region | 10.25 | 14.77 | 24.52 |
| Northeast Region | 10.25 | 14.77 | 24.52 |
| Northwest Region | 10.25 | 14.77 | 24.52 |
| Ottawa Region | N/A | N/A | N/A |
| Stratford--Bruce Peninsula Region | 10.25 | 14.77 | 24.52 |
| Toronto Region | 10.25 | 14.77 | 24.52 |
| Windsor-Sarnia Region | 10.25 | 14.77 | 24.52 |

[8] "Travel Counsellors (NOC 6431)." *Working In Canada*. N.p., n.d. Web. 9 Aug. 2012. <http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=6431&action=final&ln=p®ionKeyword=Peterborough%2C+Ontario&s=1&source=2&titleKeyword=travel+agent#wages>.

[9] "Tour and Travel Guides (NOC 6441)." *Working In Canada*. N.p., n.d. Web. 9 Aug. 2012. <http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=6441&action=final&ln=p&regionKeyword=Peterborough%2C+Ontario&s=1&source=2&titleKeyword=adventure+travel+site+interpreter#wages>.

# Key Research Findings

| Competitive Analysis[10] | • MODERATE |
|---|---|

The following information consists of OCAS yearly fall application and registration data as well as a conversion ratio for each program under this category:

**Certificate**

- Canadore had the best ratio in 2011 **(4:1),** which is better than the system's **(5:1)** and Seneca has the lowest ratio **(7:1)**

**Diploma**

- Fleming's ratio was equal to the system's **(5:1)** in 2011, and the only direct competitor with a better ratio than the system is Georgian **(4:1)**

- La Cite and Niagara had the best ratio in 2011 **(3:1)**, and Centennial had the lowest **(9:1)**

**Advanced Diploma**

- Georgian's ratio in 2011 for this program was **5:1**

**Degree**

- Humber's ratio in 2011 was relatively low at **14:1**

**Certificate**

| Program: 43205 - TRAVEL COUNSELLOR | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | App. 2007 | Reg. 2007 | Conversion Ratio | App. 2008 | Reg. 2008 | Conversion Ratio | App. 2009 | Reg. 2009 | Conversion Ratio | App. 2010 | Reg. 2010 | Conversion Ratio | App. 2011 | Reg. 2011 | Conversion Ratio |
| CANADORE | 83 | 18 | 5:1 | 88 | 20 | 4:1 | 110 | 33 | 3:1 | 99 | 28 | 4:1 | 83 | 20 | 4:1 |
| SENECA | 0 | | | 0 | | | 12 | 1 | 12:1 | 68 | 10 | 7:1 | 84 | 12 | 7:1 |
| ST. CLAIR | 12 | | | 0 | | | 0 | | | 0 | | | 0 | | |
| ***Total*** | ***95*** | ***18*** | ***5:1*** | ***88*** | ***20*** | ***4:1*** | ***122*** | ***34*** | ***4:1*** | ***167*** | ***38*** | ***4:1*** | ***167*** | ***32*** | ***5:1*** |

[10] Application data obtained from OCAS College Count Cube October 19, 2011

Registration data obtained from the Program Counts by Applicant Type Report (RPT0050P) in the OCAS

Reporting and Analytics Cube December 7, 2011.

Some programs/colleges may not be included because they were missing MCU codes in the OCAS dataset

Prepared by Fleming Data Research (07-2012)

# Key Research Findings

## Diploma

| Program: 53205 - TOURISM AND TRAVEL | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | App. 2007 | Reg. 2007 | Conversion Ratio | App. 2008 | Reg. 2008 | Conversion Ratio | App. 2009 | Reg. 2009 | Conversion Ratio | App. 2010 | Reg. 2010 | Conversion Ratio | App. 2011 | Reg. 2011 | Conversion Ratio |
| ALGONQUIN | 526 | 124 | 4:1 | 456 | 129 | 4:1 | 450 | 129 | 3:1 | 394 | 90 | 4:1 | 350 | 84 | 4:1 |
| CAMBRIAN | 88 | 15 | 6:1 | 101 | 14 | 7:1 | 126 | 23 | 5:1 | 97 | 15 | 6:1 | 4 | | |
| CENTENNIAL | 249 | 28 | 9:1 | 270 | 33 | 8:1 | 313 | 44 | 7:1 | 274 | 44 | 6:1 | 277 | 32 | 9:1 |
| CONFEDERATION | 149 | 29 | 5:1 | 117 | 31 | 4:1 | 122 | 31 | 4:1 | 130 | 29 | 4:1 | 112 | 16 | 7:1 |
| FANSHAWE | 428 | 70 | 6:1 | 438 | 91 | 5:1 | 416 | 64 | 7:1 | 403 | 83 | 5:1 | 387 | 89 | 4:1 |
| FLEMING | 229 | 45 | 5:1 | 217 | 46 | 5:1 | 212 | 47 | 5:1 | 191 | 48 | 4:1 | 154 | 33 | 5:1 |
| GEORGIAN | 260 | 49 | 5:1 | 231 | 59 | 4:1 | 190 | 36 | 5:1 | 201 | 46 | 4:1 | 194 | 45 | 4:1 |
| HUMBER | 372 | 72 | 5:1 | 456 | 125 | 4:1 | 396 | 103 | 4:1 | 377 | 110 | 3:1 | 424 | 112 | 4:1 |
| LA CITÉ COLLÉGIAL | 121 | 32 | 4:1 | 84 | 29 | 3:1 | 95 | 35 | 3:1 | 103 | 31 | 3:1 | 114 | 41 | 3:1 |
| LOYALIST | 86 | 15 | 6:1 | 40 | | | 0 | | | 0 | | | 0 | | |
| MOHAWK | 439 | 88 | 5:1 | 443 | 88 | 5:1 | 387 | 95 | 4:1 | 318 | 67 | 5:1 | 325 | 72 | 5:1 |
| NIAGARA | 225 | 46 | 5:1 | 231 | 64 | 4:1 | 173 | 47 | 4:1 | 163 | 37 | 4:1 | 112 | 36 | 3:1 |
| SENECA | 980 | 185 | 5:1 | 959 | 182 | 5:1 | 696 | 121 | 6:1 | 668 | 134 | 5:1 | 650 | 132 | 5:1 |
| SHERIDAN | 487 | 81 | 6:1 | 435 | 69 | 6:1 | 377 | 55 | 7:1 | 326 | 65 | 5:1 | 361 | 67 | 5:1 |
| ST. CLAIR | 169 | 27 | 6:1 | 206 | 37 | 6:1 | 164 | 43 | 4:1 | 166 | 42 | 4:1 | 166 | 41 | 4:1 |
| ***Total*** | ***4808*** | ***906*** | ***5:1*** | ***4684*** | ***997*** | ***5:1*** | ***4117*** | ***873*** | ***5:1*** | ***3811*** | ***841*** | ***5:1*** | ***3630*** | ***800*** | ***5:1*** |

## Advanced Diploma

| Program: 63205 - TOURISM MANAGEMENT | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | App. 2007 | Reg. 2007 | Conversion Ratio | App. 2008 | Reg. 2008 | Conversion Ratio | App. 2009 | Reg. 2009 | Conversion Ratio | App. 2010 | Reg. 2010 | Conversion Ratio | App. 2011 | Reg. 2011 | Conversion Ratio |
| GEORGIAN | 84 | 24 | 4:1 | 78 | 15 | 5:1 | 80 | 24 | 3:1 | 66 | 18 | 4:1 | 50 | 10 | 5:1 |
| ***Total*** | ***84*** | ***24*** | ***4:1*** | ***78*** | ***15*** | ***5:1*** | ***80*** | ***24*** | ***3:1*** | ***66*** | ***18*** | ***4:1*** | ***50*** | ***10*** | ***5:1*** |

## Degree

| Program: 83205 - BACHELOR OF APPLIED BUSINESS (TOURISM MANAGEMENT) | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | App. 2007 | Reg. 2007 | Conversion Ratio | App. 2008 | Reg. 2008 | Conversion Ratio | App. 2009 | Reg. 2009 | Conversion Ratio | App. 2010 | Reg. 2010 | Conversion Ratio | App. 2011 | Reg. 2011 | Conversion Ratio |
| HUMBER | 0 | | | 187 | 15 | 12:1 | 190 | 14 | 14:1 | 183 | 18 | 10:1 | 202 | 14 | 14:1 |
| ***Total*** | ***0*** | | | ***187*** | ***15*** | ***12:1*** | ***190*** | ***14*** | ***14:1*** | ***183*** | ***18*** | ***10:1*** | ***202*** | ***14*** | ***14:1*** |

# Key Research Findings

| Financial Analysis | • WEAK |
|---|---|

Source: Program Costing Analysis 2010/2011

- Contribution to Overhead: 28.4%
- Program Weight: 1.00
- Funding Unit: 1.90

| Key Performance Indicators | • MODERATE |
|---|---|

Source: Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012

| | |
|---|---|
| KPI1-Graduation Rate | -6% below system |
| KPI2-Working | -2% below system |
| KPI3-Working Related | -1% below system |
| KPI4-Grad. Satisfaction | +9% above system |
| KPI8-Student Satisfaction-Learning | +3% above system |
| KPI9-Student Satisfaction- Teachers | +4% above system |
| KPI11-Grad. Satisfaction-Program | +4% above system |

## Resource Analysis

**Equipment**

**Staffing**

**Space**

# Key Research Findings

## Appendix

## The following is the original environmental scan conducted by the Library Researchers to form the basis of the previous summary of Key Research Findings Report.

**Tourism and Travel**

**I have included two NOC codes in this research, NOC 6431 Travel agents/counsellors/guides/consultants and NOC 6441 Tour and Travel guides.**

**Overview of the Profession:**
**NOC 6431: Travel agents/counsellors/guides/consultants**

Travel counsellors perform some or all of the following duties:

- Provide travel information to clients regarding destinations, transportation and accommodation options and travel costs, and recommend suitable products
- 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
- Investigate new travel destinations, hotels and other facilities and attractions
- Provide travel tips regarding tourist attractions, foreign currency, customs, languages and travel safety.

**Common Job Titles**

- travel agent
- travel consultant
- travel counsellor

**Typical Employers**

- travel agencies
- transportation and tourism firms
- hotel chains

**NOC 6441: Tour and Travel Guides**

Tour guides perform some or all of the following duties:

- Transport or escort individuals or groups on tours of cities, waterways and industrial and other establishments
- Describe points of interest, answer questions and supply information
- Provide historical and cultural facts related to the site
- May collect admission fees and sell souvenirs.

Travel guides perform some or all of the following duties:

- Escort individuals and groups on vacation and business trips
- Ensure that reservations for transportation and accommodations are confirmed and that prepared itineraries are met

# Key Research Findings

- Visit and describe points of interest and plan and carry out recreational activities
- Resolve problems with itineraries, service and accommodations.

**Common Job Titles**

- adventure travel site interpreter
- calèche driver
- factory tour guide
- industrial site interpreter
- sightseeing guide
- tour guide
- tourist guide
- travel guide

**Typical Employers**

- tour operators
- resorts and other establishments
- self-employed

**Labour Market**

**Working in Canada**

**NOC 6431 and NOC 6441:**

1. Employment potential for the Kawartha Region is **Not Available**. (Working in Canada) http://www.workingincanada.gc.ca/report-eng.do?lang=eng&noc=6441&area=8792&titleKeyword=tour+guide&regionKeyword=Peterborough,+Ontario&source=2&action=final

**HRDSC**

**NOC 6431 Travel Agents**

2. **National Outlook 10 year Projection (2011-2020)**

| | |
|---|---|
| **Occupations in this group** | Travel Counsellors (6431),Pursers and Flight Attendants (6432),Airline Sales and Service Agents (6433),Ticket and Cargo Agents and Related Clerks (except Airline) (6434),Hotel Front Desk Clerks (6435) |
| **Employment (non-student) in 2010** | 65,834 |
| **Median age of workers in 2010** | 38.4 |
| **Average Retirement Age in 2010** | 63 |

3. For **Occupations In Travel And Accommodation**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **15,300** and **16,790** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings.

# Key Research Findings

Based on projections and considering that there was a surplus of labour in this occupation, it is expected that there will be more job seekers than job openings over the 2011-2020 period. More than 80% of job openings for the projection period will arise from retirements. Even though workers in this occupation are younger than in most occupations, over 12,000 openings will be created by departures for retirement. Furthermore, although there will be no expansion demand over the projection period, this is an improvement over what was observed during the previous decade when employment dropped. As for labour supply, school leavers will account for the majority of job seekers over the 2011-2020 period. In fact, school leavers will far outnumber job openings. However, in the past many workers left this occupation. This will continue to be the case over the projection period. As the skills required for this occupation are relatively generic, many workers enter this occupation while searching for employment in other occupations that better match their career goals. Moreover, the difficult conditions in this occupation lead many workers to leave it for another occupation.

4. Over the 2008-2010 period, this occupation experienced a decrease in employment and a large increase in the unemployment rate, which rose to 9.1% in 2010. Wages remained stable and relatively low. According to key labour market indicators, the number of job seekers was more than sufficient to fill the job openings in this occupation.
5. According to Employment Ontario the Opportunities for employment in this occupation are expected to be limited over the period from 2009 to 2013.
6. According to Employment Ontario (Estimates 2006), 10% of workers in this group were self-employed and 79% Full-Time.
7. Local wage for Peterborough/Kawartha Region 2010:

Low: $10.25 Average: $14.77 High: $24.52

http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=6431&action=final&regionKeyword=Peterborough%2C+Ontario&s=1&source=0&titleKeyword=travel+agent#report_tabs_container2

**NOC 6441: Tour Guide:** This NOC code is not found in

2. National Outlook 10 Year Projection (2011- 2020)

| | |
|---|---|
| **Occupations in this Group:** | Tour and Travel Guides (6441),Outdoor Sport and Recreational Guides (6442),Casino Occupations (6443) |
| **Employment (non-student) in 2010** | 15,600 |
| **Median Age of workers in 2010** | 36.1 |
| **Average Retirement Age in 2010** | 63 |

3. For **Tour And Recreational Guides And Amusement Occupations**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **5,900** and **8,368** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings.

Based on projections and considering that there was surplus labour supply in this occupation, it is expected that this occupation will continue to have surplus supply. In other words, the number of job seekers will be more than sufficient to fill the job openings over the 2011-2020 period. Job openings will arise from both new positions due to economic growth and replacement needs due to retirement. Employment growth will be greater than the average for all occupations over the projection period.

# Key Research Findings

With regard to labour supply, the majority of job seekers will come from the school system. A rather significant proportion of job seekers will also come from immigration.

4. Over the 2008-2010 period, this occupation experienced a significant drop in employment, but the unemployment rate fell as well. Nevertheless, the unemployment rate for this occupation remained relatively high at nearly 8.8% in 2010. The average hourly wage increased more quickly than the average for all occupations. According to key labour market indicators, the number of job seekers was more than sufficient to fill the job openings in this occupation.

5. & 6. NOC 6441 is not available in Ontario Job Futures.

7. Local wages were not available. Wages for Ontario 2010:

Low: $10.00 Average: $12.00 High: $16.79

http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=6441&action=final&ln=p&regionKeyword=Peterborough%2C+Ontario&s=1&source=0&titleKeyword=tour+guide#wages

**US Bureau of Labour**
**http://www.bls.gov/oco/ocos211.htm#outlook**

**NOC 6431 Travel Agent**
**Job Outlook**

**Employment Change.** Employment of travel agents is projected to grow by 10 percent from 2010 to 2020, about as fast as the average for all occupations.
Clients who want customized travel experiences, such as adventure tours, will continue to require the expertise of agents. However, the ability of travelers to research vacations and book their own trips using the Internet is expected to continue to suppress demand for travel agents.

**Job Prospects.** Job prospects should be best for travel agents who specialize in specific destinations or particular types of travelers, such as groups with a special interest or corporate travelers.

**NOC 6441: Tour Guides**
**Job Outlook**

**Employment Change. Not available.**
**Job Prospects. Not available.**

**Canadian Tourism Human Resource Council Report:**
**The Future of Canada's Tourism Sector: Shortages to Resurface as Labour Market Tightens**

**Industry Standards:**

# Key Research Findings

**NOC 6431 and NOC 6441:**
These occupations are not regulated in any Canadian province.

**Professional Associations:**

Association of Canadian Travel Agencies
Canadian Association of Tour Operators
Canadian Institute of Travel Counsellors
Canadian Tourism Human Resource Council
Ontario Tourism Education Council
Tourism Industry Association of Canada
Travel Industry Council of Ontario

**Employment Requirements:**

**NOC 6431 Travel Agents:**
Employment requirements are prerequisites generally needed to enter an occupation.

- Completion of secondary school is usually required.
- A college diploma or vocational training in travel or tourism is usually required.
- Certification with the Canadian Institute of Travel Counsellors (CITC) may be required. This certification is granted after completion of a 60 credit requirement obtained through any combination of work experience, training and education, and successful completion of the advanced exam.

[ Source: National Occupational Classification 2006 - HRSDC ]
**NOC 6441 Tour Guides**
Employment requirements are prerequisites generally needed to enter an occupation.

- On-the-job training is provided.
- Knowledge of both official languages or an additional language may be required for some positions in this group.

[ Source: National Occupational Classification 2006 - HRSDC ]

**Educational Programs Leading to this Occupation**

**NOC 6431 Travel Agents**

Employment in this area may require a combination of education, experience or other attributes. Completion of secondary school is recommended. A college diploma or vocational training in travel or tourism is usually recommended. Certification with the Canadian Institutes of Travel Counsellors (CITC) is an asset. A Certified Travel Counsellor designation is granted after the completion of mandatory courses, examinations and work experience. 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. As well, employers are increasingly emphasizing marketing skills as an essential ingredient for a successful travel consultant.

**NOC 6441: Tour Guides – no information provided**

# Key Research Findings

**Educational Competitors**

**Individual Community College/Institute Information**
(Click on Program Title to view college Program page)

14 **Colleges currently offering this diploma program (including Fleming). There are also many variations and other options available.**

**Algonquin**
Bachelor of Hospitality and Tourism Management – Degree
- Co-op
- Mobile learning program
- 4 years

Tourism and Travel – Diploma

**Canadore**
Ecotourism – certificate

**Centennial**
Hospitality & Tourism Administration – Advanced diploma

Tourism and Travel - Diploma
- 3 semesters, 1 year

Tourism Management – Cultural & Heritage Tourism - Diploma

**Conestoga**
Hospitality & Tourism Management – Diploma
- Co-op

**Confederation**
Tourism & Travel – Adventure & Ecotourism – Diploma
- Co-op

**Durham**
Hospitality Management – Hotel, Restaurant and Tourism – Diploma

**Fanshawe**
Tourism & Travel – Diploma
- Co-op

**Fleming**
Tourism & Travel – Diploma
- Advanced standing available

**George Brown**

# Key Research Findings

Hospitality, Tourism & Leisure – Diploma

**Georgian**
Tourism & Travel – Diploma
- Co-op

**Humber**
Bachelor of Commerce – Hospitality and Tourism Management – Degree
- 8 semesters + one paid work term

Hospitality and Tourism Operations Management – Graduate Certificate

Tourism and Hospitality – Business Applications - Diploma

Tourism Management – Travel Industry Services – Diploma

**Mohawk**
Tourism & Travel – Diploma

**Niagara**
Tourism Management – Business Development – Diploma
- Co-op

**Seneca**
Travel – Tourism Operations – Certificate

Tourism & Travel – Diploma
- Optional co-op

Tourism & Travel – Flight Services Option – Diploma
- Optional co-op

**Sheridan**
Tourism  & Travel – Diploma
- 2 years or 16 months continuous

**St. Clair**
Tourism & Travel – Diploma
- Students have the option of spending semester 4 at Disney World in Orlando, Florida, working, living and earning St. Clair College and Central Michigan University credits

**St. Lawrence**
Hospitality & Tourism Management – Diploma

# Key Research Findings

**Employment Postings:**
On June 12, 2012, there were 11 postings for the province of Ontario and none for the Peterborough area. Most of the positions were in tourism settings but companies wanted sales and marketing candidates.
**Job Number:** 6469927
**Title: Tour guide (Tour guide Pavilion Pelee Island) (NOC: 6441)**
**Terms of Employment:** Seasonal, Full Time, Weekend, Day
**Salary:** $10.75 Hourly for 40 hours per week, Bonus, Commission
**Anticipated Start Date:** As soon as possible
**Location:** Kingsville, Ontario (1 vacancy)
**Skill Requirements:**
**Education:** Completion of high school, Some college/CEGEP/vocational or technical training, Completion of college/CEGEP/vocational or technical training, Some university, Completion of university

**Credentials (certificates, licences, memberships, courses, etc.):** Driver's License

**Experience:** Experience an asset

**Languages:** Speak English, Read English, Write English

**Type of Guide:** On-site local guide

**Type of Tours:** Walking tours

**Number of Tours Guided:** 1 - 4

**Geographical Areas of Specialization:** Canada

**Specific Skills:** Describe points of interest, Develop and deliver commentaries, Attend to customers' special needs

**Additional Skills:** Drive sightseeing or tour vehicle

**Work Conditions and Physical Capabilities:** Fast-paced environment, Work under pressure, Tight deadlines, Repetitive tasks, Physically demanding, Attention to detail, Combination of sitting, standing, walking, Standing for extended periods, Walking, Bending, crouching, kneeling

**Work Site Environment:** Outdoors

**Work Location Information:** Rural area, Remote location, On-site customer service

**Transportation/Travel Information:** Valid driver's licence

**Essential Skills:** Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

# Key Research Findings

**Other Information:**The position is on Pelee Island, Jun to Sept 3/12 at Pelee Island Winery Pavilion you will have your own accomm provided by PIW free of charge. Ferry charges will be paid by PIW once every 2 weeks.
**Employer:** Pelee Island Winery
**How to Apply:**
Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By Mail:**
455 Seacliff Dr, County Rd 20
Kingsville, Ontario
N9Y 2K5
**By Fax:** (519) 733-6553
**By E-mail:** carol@peleeisland.com
**Advertised until:** 2012/06/21

**Job Number:** 6466393
**Title: Travel agent (Experience Required) (NOC: 6431)**
**Terms of Employment:** Permanent, Full Time, Weekend
**Salary:** $20,000.00 to $25,000.00 Yearly for 45 hours per week, Commission
**Anticipated Start Date:** As soon as possible
**Location:** Toronto Centre, Ontario (1 vacancy)
**Skill Requirements:**
**Education:** Completion of college/CEGEP/vocational or technical training

**Credentials (certificates, licences, memberships, courses, etc.):** Not required

**Experience:** 5 years or more

**Languages:** Speak English, Read English, Write English

**Travel Bookings:** Leisure travel, Individual travel, Group travel, Domestic travel, International travel, Cruise travel, Adventure travel

**Business Equipment and Computer Applications:** MS Word, Travel software packages

**Computer Reservation Systems:** Apollo, Sabre

**Geographical Areas of Specialization:** Canada, United States, Western Europe, Central Europe, Eastern Europe, Northern Europe, Mexico and Central America, South America, Caribbean, Africa, North Pacific, South Pacific, Asia

**Work Setting:** Retail travel agency, Wholesale travel agency

**Specific Skills:** Prepare travel packages, Investigate new travel areas, hotels and other amenities, Sell travel products and travel insurance, Prepare marketing materials, Provide customers with travel information and other details such as regulations, duty free allowances, health risks and requirements, attractions and special events, Make arrangements for customers with special needs, Calculate costs,

# Key Research Findings

process refunds and attend to other financial transactions, Process and document bookings manually, Process and document bookings using computer systems, Attend to cancellations and schedule changes, Develop contact lists

**Additional Skills:** Perform general office duties, Manage difficult situations with customers

**Work Conditions and Physical Capabilities:** Tight deadlines, Repetitive tasks, Attention to detail, Sitting, Work under pressure

**Transportation/Travel Information:** Travel expenses not paid by employer

**Essential Skills:** Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

**Employer:** Travelair International Inc.
**How to Apply:**
Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By E-mail:** info@etravelair.com
**Web Site:** http://www.etravelair.com
**Advertised until:** 2012/06/19

**Job Number:** 6484898
**Title: Sales manager, package tours (Sales Manager (Travel and Trade)) (NOC: 0611)**
**Terms of Employment:** Permanent, Full Time, Day
**Salary:** $40,000.00 Hourly for 40 hours per week, Commission, Other Benefits, Medical Benefits, RRSP Benefits
**Anticipated Start Date:** As soon as possible
**Location:** Niagara-on-the-Lake, Ontario (1 vacancy)
**Skill Requirements:**
**Education:** Completion of high school, Completion of college/CEGEP/vocational or technical training

**Credentials (certificates, licences, memberships, courses, etc.):** Not applicable

**Experience:** 2 years to less than 3 years

**Languages:** Speak English, Read English

**Work Setting:** Tourism services, Business services

**Business Equipment and Computer Applications:** Windows, General office equipment, Word processing software, Spreadsheet software, Presentation software

**Staff Responsibility:** 1 - 20

**Area of Specialization:** Sales, Marketing

# Key Research Findings

**Specific Skills:** Plan, organize and direct daily operations, Plan, develop and implement communications strategies, Plan, direct and monitor activities of sales department, Plan and direct advertising and marketing campaigns, Prepare reports, Generate ideas for products / services development, Develop promotional materials, Conduct site visits, Interact and communicate with corporate clients

**Security and Safety:** Basic security clearance

**Work Conditions and Physical Capabilities:** Fast-paced environment, Work under pressure, Tight deadlines, Attention to detail

**Transportation/Travel Information:** Own transportation

**Work Location Information:** Remote location

**Ability to Supervise:** 10 people or less

**Essential Skills:** Reading text, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use

**Employer:** Vintage Hotels
**How to Apply:**
Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**In Person between 9:00 and 17:00:**
48 John Street
Niagara-on-the-Lake, Ontario
L0S 1J0
**By E-mail:** hr@vintage-hotels.om
**Online:** http://www.vintage-hotels.com
**Web Site:** http://www.vintage-hotels.com
**Advertised until:** 2012/06/29

**Job Number:** 6482553
**Title: Marketing co-ordinator (Marketing Coordinator) (NOC: 0611)**
**Terms of Employment:** Permanent, Full Time
**Salary:** $30,000.00 Yearly for 40 hours per week, Other Benefits, Medical Benefits, Dental Benefits, Disability Benefits, Life Insurance Benefits, Group Insurance Benefits, Vision Care Benefits
**Anticipated Start Date:** As soon as possible
**Location:** Toronto, Ontario (1 vacancy)
**Skill Requirements:**
**Education:** Completion of high school, Completion of college/CEGEP/vocational or technical training, Completion of university

**Credentials (certificates, licences, memberships, courses, etc.):** Not required

# Key Research Findings

**Experience:** 1 year to less than 2 years

**Languages:** Speak English, Read English, Write English

**Work Setting:** Retail / wholesale sales and services, Tourism services, Travel wholesalers, Business services, Private sector

**Staff Responsibility:** Not required

**Area of Specialization:** Sales, Marketing, Market research, Media relations, Communication

**Specific Skills:** Plan, organize and direct daily operations, Assign, co-ordinate and review projects and programs, Plan, develop and implement communications strategies, Establish distribution networks for products and services, Plan and direct events for fund raising campaigns, Prepare reports, Advise senior management, Evaluate markets, Develop promotional materials, Participate in trade shows

**Work Conditions and Physical Capabilities:** Fast-paced environment, Work under pressure, Tight deadlines, Attention to detail

**Essential Skills:** Reading text, Writing, Oral communication, Working with others, Job task planning and organizing, Finding information, Computer use, Continuous learning

**Other Information:**Combine your love of travel and your passion for marketing and work with Canada's top retail travel brands, including The Adventure Travel Company and Merit Vacations.
**Employer:** Merit Travel Group Inc
**How to Apply:**
Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By E-mail:** resume@merit.ca
**Web Site:** http://www.merit.ca
**Advertised until:** 2012/06/12
**Job Number:** 6478725
**Title: Sales and marketing manager (NOC: 0611)**
**Terms of Employment:** Permanent, Full Time, Day
**Salary:** $32,500.00 to $37,500.00 Yearly for 40 hours per week, Bonus, Other Benefits, Mileage Paid, Medical Benefits, Dental Benefits, Disability Benefits, Group Insurance Benefits
**Anticipated Start Date:** As soon as possible
**Location:** Ottawa East, Ontario (1 vacancy)
**Skill Requirements:**
**Education:** Some college/CEGEP/vocational or technical training, Completion of university

**Credentials (certificates, licences, memberships, courses, etc.):** Not required

**Experience:** No experience

**Languages:** Speak English, Speak French, Read English, Read French, Write English, Write French

# Key Research Findings

**Work Setting:** Tourism services

**Business Equipment and Computer Applications:** Windows, General office equipment, Electronic mail, Word processing software, Spreadsheet software, Database software

**Staff Responsibility:** 1 - 20

**Area of Specialization:** Sales, Marketing, Public relations

**Specific Skills:** Plan, direct and monitor activities of sales department, Plan and direct publicity or media events, Plan and direct events for fund raising campaigns, Plan and direct advertising and marketing campaigns, Oversee the analysis of sales data and information, Prepare reports, Advise senior management, Generate ideas for products / services development, Evaluate markets, Develop promotional materials, Negotiate large contracts, Maintain existing accounts and generate new accounts, Interact and communicate with corporate clients

**Work Conditions and Physical Capabilities:** Fast-paced environment, Work under pressure, Tight deadlines, Attention to detail

**Transportation/Travel Information:** Own transportation, Willing to travel, Willing to travel regularly, Willing to travel overnight, Valid driver's licence, Travel expenses paid by employer

**Work Location Information:** Various locations

**Ability to Supervise:** 1 to 2 people

**Essential Skills:** Reading text, Document use, Oral communication, Working with others, Decision making, Critical thinking, Job task planning and organizing, Computer use, Continuous learning

**Other Information:**Dual responsibility, Sales Coordinator for both the WelcomINNs Hotel Ottawa, and the University of Ottawa(Residence).
**Employer:** Apollo Receivership Ltd OP. WelcomINNS Hotel Ottawa
**How to Apply:**
Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**By Mail:**
1220 Michael Street
Ottawa, Ontario
K1J 7T1
**In Person between 9:00 and 17:00:**
1220 Michael Street
Ottawa, Ontario
K1J 7T1
**By E-mail:** wkirkpatrick@welcominns.com
**Advertised until:** 2012/06/30

**Job Number:** 6467755

# Key Research Findings

**Title: Marketing co-ordinator (marketing coordinator) (NOC: 0611)**
**Terms of Employment:** Permanent, Full Time, Weekend, Day
**Salary:** $11.00 to $12.00 Hourly for 40 hours per week, Other Benefits
**Anticipated Start Date:** As soon as possible
**Location:** Niagara Falls, Ontario (1 vacancy)
**Skill Requirements:**
**Education:** Completion of college/CEGEP/vocational or technical training, Some university, Completion of university

**Credentials (certificates, licences, memberships, courses, etc.):** Not required

**Experience:** 1 year to less than 2 years

**Languages:** Speak English, Read English, Write English

**Work Setting:** Tourism services, Business services

**Business Equipment and Computer Applications:** Windows, General office equipment, Word processing software, Spreadsheet software, Presentation software, Desktop publishing software

**Staff Responsibility:** Not required

**Area of Specialization:** Sales, Marketing, Advertising, Public relations, Market research, Media relations

**Specific Skills:** Plan and direct publicity or media events, Prepare reports, Advise senior management, Generate ideas for products / services development, Evaluate markets, Conduct site visits, Write Request for Proposals (RFP's), Ability to make cold calls, Interact and communicate with corporate clients

**Own Tools/Equipment:** Cellular phone

**Transportation/Travel Information:** Own vehicle, Valid driver's licence

**Work Location Information:** Various locations

**Essential Skills:** Document use, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Finding information, Computer use, Continuous learning

**Employer:** Spadafora Hospitality Management
**How to Apply:**
Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

**In Person between 9:00 and 17:00:**
5234 ferry street
niagara falls, Ontario
L2G ,1R5
**By Fax:** (905) 374-1996

# Key Research Findings

**By E-mail:** sales@niagarafallsbaymont.com
**Advertised until:** 2012/06/20

**Job postings from http://www.hcareers.ca/**
**Very few Ontario postings on June 12, 2012. Here are a few examples:**

Travel Agent Manager
**CA - ON - Toronto**
**Contact**

| | |
|---|---|
| Company Name: | Me to We |
| Phone: | 416.925.5894 |
| Mailing Address: | 225 Carlton St<br>Toronto, ON, CA M5A 2L2 |
| Contact Type: | Employer |

Job Description: The duties of this position include, but are not limited to, the following:

* Oversee and support the travel agency's systems, and the staff within it
* Lead training and system set up for new staff
* Reports to director weekly and monthly on financials and travel bookings
* Help trouble-shoot and problem solve issues with clients and internally with the team
* Coordinate travel with executive staff
* Coordinate the travel logistics of Me to We Trips clientele via our online option and traditional client networks which includes booking group and individual travel to diverse domestic and international destinations
* Organize, administer and file all affiliated paperwork and correspondence with clients and for the organization.
* Interact with staff and clients to meet their travel needs, especially around our annual We Day events that Me to We helps to organize for Free The Children in providing discounted or free travel services. This requires organizing travel for 200 staff across North America and many of our guests during this time
* Ability to work evenings and weekends as required, especially around We Day from September to November of each year
* Strong commitment to teamwork.
* Carry out general office tasks, special projects and other duties as required.

Job Requirements: Applicants must have the following qualifications as a minimum:

* They must be TICO certified.
*Possess a degree preferably in Travel or Tourism from an accredited College or University.
* Have a minimum of 3 years experience in an Ontario travel agency, preferably with corporate background.
* Have working knowledge of MySabre and Amadeus CRS software
* Experience with Customer Relationship Management tools and invoicing systems such as Client Majic
* Web management for our internal travel search engine including but not limited to price and content management, knowledge of PCI compliance combined with a high level of customer service and attention to detail

# Key Research Findings

* Strong knowledge of World Geography.
* Possess strong organizational and administrative skills.
* Possess the ability to book group and individual travel to diverse international destinations.
Possess an ability to work inclusively with people of diverse backgrounds, interests and abilities.
* Proven ability to take initiative and manage high-stress situations.
* Proven ability to multi-task in a demanding and fast-paced work environment
* Possess excellent oral and written communication and public speaking skills.
* Carry a positive attitude and ability to work as a team player and work well independently.
* Experience working with basic word processing and financial software (e.g., Microsoft Word, Microsoft Excel) and knowledge of databases
* International travel experience.
* Possess a valid driver's license
* Eligible to work in Canada

| | |
|---|---|
| Management Position? | Yes |
| Entry-Level Position? | No |
| Work Permit Needed? | Applicants who do not already have legal permission to work in Canada will not be considered. |
| Job Available: | Immediately |
| Industry Categories | Travel & Tourism |
| Position Categories | Administration, Travel Counselor |
| Salary Range: | CA $38,000.00-CA $40,000.00 / Year |
| Bonus Plan? | No |
| Accommodation? | No |

Sales / Concierge / Tour Guide
**Toronto Tours Ltd.**
**CA - ON - Toronto**

| | |
|---|---|
| Company Name: | Toronto Tours Ltd. |
| Name: | Cindy Campbell |
| Title: | Director, Retail Sales |
| Fax: | 416 869-0284 |
| Contact Type: | Employer |
| Job Description: | A major aspect of the role is Sales.<br>Staff is assigned to tour desks in designated downtown hotels. The responsibility is to sell the tours offered by Toronto Tours Ltd. In addition, the staff provides information on events, theatre, restaurants etc. to hotels guests. Shift and weekend work are required.<br>Candidates should have a complete, accurate and up-to-date understanding of the product market. This includes:<br><br>* knowledge of current and upcoming attractions<br>* knowledge of special events |

# Key Research Findings

* knowledge of tours, including City, Harbour and Niagara
* knowledge of restaurants
* knowledge of theatres: current and up-coming productions
* knowledge of specialized and general shopping areas, including hours of operation
* transportation routes: public, walking and driving

Within the role, the staff member shall demonstrate all of the characteristics of excellent customer service and deliver these in a competent, professional manner.

Please visit our web site for a more details about our Company.

www.torontotours.com

| | |
|---|---|
| Job Requirements: | * At least 2 years experience in the field of Sales & Customer Service<br>* Some knowledge about the City of Toronto and Niagara Falls.<br>* Excellent command of the English language<br>* Communication skills<br>* Second language is an asset<br>* Shift and weekend work required |
| Management Position? | No |
| Entry-Level Position? | No |
| Work Permit Needed? | Applicants who do not already have legal permission to work in Canada will not be considered. |
| Job Available: | Immediately |
| Industry Categories : | Travel & Tourism |
| Position Categories : | Sales & Marketing |
| Salary Range: | CA $11.00-CA $11.00 / Year |
| Bonus Plan? | Yes |
| Accommodation? | No |
| Other: | Commissions |

**Job Postings from Cool Jobs Canada http://www.cooljobscanada.com/job_search.aspx**
**Only 3 appropriate jobs on June 12, 2012 in Ontario. Here's one position:**

| | | | |
|---|---|---|---|
| **Company:** | Circles | | |
| **Job Title:** | Travel Consultant | | |
| **Date Posted:** | 2012-06-11 | **Accommodations?:** | No |
| **City:** | Burlington | **Work Permit?:** | No |
| **Province:** | ON | **Bonuses?:** | Yes |
| **Industry:** | Tourism/Hospitality | **Pay Rate:** | Very competitive |
| **Category:** | Travel/Tour | **Competition Start Date:** | 2012-06-11 |
| **Job Level:** | Management | **Competition Close Date:** | 2012-07-11 |
| **Length:** | Full Time | | |

# Key Research Findings

Position Overview:

Exciting opportunity for a Travel Agent to service high end clientele as a Travel Advisor, as well as, all other facets of concierge servicing where quality, and discretion is paramount.

The Travel Specialist is a part of the concierge team that utilizes the latest and most cutting edge technology in the travel industry. Our company and specifically this position provides “wrap around” service to our clientele encompasses not only traditional travel agency offerings but also incorporates other facets of a concierge experience to provide personal assistance before, during and after our clientele’s travel.

Job Responsibilities:

As the primary point of contact to the customer via phone and email, provide leisure travel suggestions, recommendations and general concierge service to high end clientele looking for an exceptional travel/life experience.
Book travel arrangements and reservations to include air, car, cruise, land packages and hotel reservations in the Amadeus or Sabre GDS
Build a rapport and offer high quality service throughout many interactions in a day offering real time servicing of travel and concierge requests that maintain Circles’ expectations.
Arrange Villa / Condo’s and other unique lodging, and family vacations
Ability to work within a call center environment and possess the desire to work cross functionally with other departments to insure a successful customer experience
Create customized international and domestic itineraries utilizing our preferred partners
Proactively educate clients on the resources and programs available to them through the concierge service. Includes: cultivating relationships, adding and increasing client users and usage, and building client loyalty, trust and confidence.
Ability to work within multiple software programs simultaneously and accurately document each interaction with our clients within our central customer database
Strive to meet and exceed business metrics including Customer Satisfaction, Conversion, Quality, Productivity and measured turn-around time
Excellent verbal & written communications skills with internal and external clientele are REQUIRED
Job Specific Competencies:

Bachelor’s degree preferred (travel or hospitality degree preferred).
The qualified candidate will have strong written and verbal communication skills as well as the proven ability to provide quality service in a fast-paced environment
Experience in booking travel that is geared toward a sophisticated and affluent travel base
Strong organizational skills and the ability to multi-task
In depth knowledge of all travel products including Air transportation, Hotel, Vacation packages, FIT’s, car rentals, and Cruises
Working knowledge/experience on Amadeus or other GDS systems (such as Sabre, Apollo, Worldspan, etc.)
Firsthand experience with creating, modifying, and cancelling a PNR
Understanding of airline ticketing procedures including refunds, reissues and exchanges
In depth knowledge of the travel industry standards, and leisure travel booking process

# Key Research Findings

Well traveled candidates with international travel experience preferred
High Productivity
Ability to close the sale to achieve high conversion
Applies knowledge, tools and resources to assist customers in problem resolution.
Drives customer experience through personalized and engaging written communication.
Ability to change direction and shift priorities quickly in a fast paced, dynamic environment.
Able to build relationship with member confidently through dialogue.
Offers creative and relevant solutions to fulfill customer needs.
Who We Are:

Headquartered in Boston, MA, Circles is the leading provider of concierge and loyalty marketing services. Circles creates engagement: deep meaningful connections between companies and their customers and employees. Our services foster employee and customer acquisition, retention and life-long loyalty for many of the world's best-known brands. Circles services – Concierge, Event Management and Customized Rewards – make lives easier and better. And when life is good, so is your business.

Founded in 1997, Circles has grown to a position of market leadership in North America and Europe. In 2007, Circles was acquired by Sodexo, Inc. and is now the centerpiece of Sodexo's growing global concierge business. Sodexo is headquartered in Paris, France and has more than 380,000 employees across the globe. Today, Circles has offices in the US, Canada, France, the UK, Sweden, and the Benelux.

Email: hr@circles.com You must say you saw this on Cool Jobs Canada.