Certified Travel Counsellor

Manager / Owner Endorsement Reference

To be completed on office letterhead

Date:

Manager / Owner Name:

Business Address:

City, Province:

Business Phone Number:

Business Email Address:

Applicant Name:

Title:

Relationship to Applicant:

Travel Counsellor Certification (CTC) is based on an individual’s ability to successfully and consistently exhibit knowledge and skills in Professionalism, Travel Agency/Agent Operations, Sales, Customer Service and Travel Product Knowledge. Please provide comments regarding the applicant’s expertise in the following categories:

**PROFESSIONALISM INCLUDES: Exhibits Professionalism,** **Exhibits Ethical Conduct, Complies with Legislation,** **Follows Travel Industry Standards and Regulations**, **Professional Development,**

**Communicates Effectively**

**TRAVEL OPERATIONS INCLUDES: Performs** **General Office Tasks, Personal** **Marketing,** **Delivers Travel Presentations,** **Develops Group Business, Maintains** **Supplier Relationships, Understands Technology, Books Travel Reservations, Processes Payments**

**CLIENT SERVICE AND SALES INCLUDES: Builds Client Relationships, Recommends Products, Overcomes Objections, Closes Sale, Processes Reservations, Handles** **Client Complaints**

**TRAVEL PRODUCTS INCLUDE:**  **Has Strong** **Destination Knowledge, Competent to Book Air, Hotels, Rail, Cruises and Package Holidays, Ground Transportation, Accommodation, Knowledge of Travel Insurance**

**Signature:**