



# Tourism Visitor Information Counsellor

## CERTIFICATION

### TOURISM VISITOR INFORMATION COUNSELLOR

Tourism Visitor Information Counsellors provide travel information to visitors and those considering visiting the area. They provide information on travel, accommodation and hospitality options. They promote special events and other attractions that may be of interest to the traveller. Most of all, they talk to people.

### DISTRIBUTION OF EXAM QUESTIONS

The Tourism Visitor Information exam has 100 questions, and is based on the following breakdown, by Major Category from the occupational standards.

Average # Standards	Major Category	of Exam Items
A.	Tourism Awareness	3
B.	Attitude	5
C.	Communication	14
D.	Operational Procedures	15
E.	Informational Services	45
F.	Sales	18

### PERFORMANCE EVALUATION

Consists of two parts:

- ♦ a "mystery guest" evaluation
- ♦ a structured interview completed by telephone

### REQUIRED EXPERIENCE

400 qualified hours

### PREREQUISITES

None.

### SAMPLE QUESTIONS

**Q1.** What should the Tourism/Visitor Information Counsellor record after a visitor leaves the centre?

1. Point of origin
2. Marital status
3. Age
4. Gender

**Q2.** How should a Tourism/Visitor Information Counsellor position a map when locating an attraction for a visitor?

1. Angled between the Counsellor and the visitor
2. Taped up on a wall
3. Facing the visitor
4. With the top of the map facing north

**Q3.** When selling merchandise to a visitor, how does a Tourism/Visitor Information Counsellor close a sale?

1. Inform the visitor of the total price
2. Review the manufacturer's instructions for the product
3. Observe the visitor to determine his/her interests
4. Help the visitor select merchandise that meets his/her needs

**Q4.** Which of the following is one of the steps involved in processing a traveller's cheque?

1. Asking for two pieces of identification
2. Obtaining and witnessing visitor's signature
3. Matching signature and numerical amount
4. Verifying cheque is payable to the Information Centre

Answer key: 1, 3, 4, 2

### EARNING A PROFESSIONAL CREDENTIAL

**emerit** certification is a professional credential recognized by tourism employers across Canada.

Certification is a demonstration of competency, which means that Certified Professionals meet job standards set by industry.

To become certified, individuals must:

- pass a knowledge exam;
- pass a practical evaluation of performance; and
- have the required experience

Earning this important credential means that you will be recognized as a leading professional in your industry.

By achieving **emerit** certification you earn the right to display your professional designations on business cards and résumés. As a frontline employee, you're eligible for the Tourism Certified Professional (TCP) designation. As a Supervisor you can achieve the Tourism Certified Supervisor (TCS) designation and as a Manager, you are eligible for the Tourism Certified Manager (TCM) designation.

### OPPORTUNITIES AND OPTIONS

**emerit** certification recognizes training from many programs and takes into account your past experience and knowledge already gained on the job. That means you don't have to start from scratch. You can enter the **emerit** certification process at many points, depending on your current knowledge and experience, allowing you to tailor a program that meets your needs.

**CALL YOUR LOCAL CERTIFYING ORGANIZATION: 1 800 486-9158**