

DACUM Research Chart for Travel Consultant

DACUM Panel

Christy Keffer
Mt. Vernon, OH

June E. Larick
Marion, OH

Peggy LeGay
Sandusky, OH

Kelly Rikkenbach
Worthington, OH

Rose M. Rush
Bucyrus, OH

DACUM Facilitators

John D. Black
Debra Fietsam
Ivette Hernandez
Jim Hamilton, Team Leader

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1900 Kenny Road
Columbus, OH 43210

August 9-10, 2007

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Duties		← Tasks →				
A	Provide Auto Travel Services	A-1 Process Trip TIK order for member	A-2 Suggest additional travel services	A-3 Create Trip TIK	A-4 Present Trip TIK to member	A-5 Distribute maps & tour books to member
B	Provide AAA Membership Services	B-1 Explain membership benefits (e.g., Classic, Plus, SYCS)	B-2 Sell new AAA membership	B-3 Provide AAA membership packet	B-4 Print temporary AAA membership card	B-5 Order new AAA membership card
		B-12 Initiate PAI claim process				
C	Perform Travel Booking Procedures	C-1 Qualify client's travel needs	C-2 Process travel leads (e.g., MRTS)	C-3 Research travel products/ services	C-4 Quote travel components to clients (e.g., insurance, packages)	C-5 Confirm travel arrangements with clients
D	Sell AAA Merchandise	D-1 Sell consignment tickets	D-2 Sell travel store merchandise	D-3 Initiate E-quotes	D-4 Sell traveler's checks	D-5 Process passport photos
E	Perform Accounting Functions	E-1 Open cash drawer	E-2 Perform daily banking	E-3 Post commission checks	E-4 Run financial reports	E-5 Balance cash drawer
F	Perform Administrative Tasks	F-1 Initiate computer access	F-2 Prepare office equipment for daily operations	F-3 Stock merchandise (e.g., maps, books, sundries)	F-4 Process internal e-mail	F-5 Run inventory reports
G	Pursue Professional Development	G-1 Mentor colleagues	G-2 Complete appropriate level ACE program	G-3 Attend vendor training	G-4 Complete destinations specialists courses	G-5 Complete vendors specialists courses (e.g., Holland America, TA University)
H	Provide Community Outreach	H-1 Participate in community events	H-2 Distribute business cards	H-3 Participate in community organization activities	H-4 Work in AAA sponsored events	H-5 Display personal AAA logos (e.g., shirts, umbrellas, pens)

A-6 Provide driving directions	A-7 Advise member about road construction	A-8 Offer POI information	A-9 Initiate member ERS adjustment			
B-6 Accept AAA membership payments	B-7 Provide AAA membership renewal stickers	B-8 Update personal AAA member information	B-9 Modify existing AAA membership (e.g., add association, cancel, update)		B-10 Check AAA member ERS history	B-11 Process interclub AAA membership
C-6 Complete client file	C-7 Build travel invoice	C-8 Collect payment for travel products/ services	C-9 Implement boy voyage gift	C-10 Implement follow-up procedures		
D-6 Sell travel money card	D-7 Offer AAA VISA	D-8 Sell gift card	D-9 Sell foreign currency	D-10 Process IDP/IADP application	D-11 Offer AAA gift certificates	
F-6 Run travel reports	F-7 Maintain inventory (e.g., consignment tickets, merchandise, maps, tour books, brochures)		F-8 Manage financial products	F-9 Participate in staff meeting	F-10 Update job goal performance spreadsheet	F-11 Perform full office inventory
G-6 Participate in WEBINARS	G-7 Attend trade shows & travel expos	G-8 Read travel magazines & brochures	G-9 Participate in FAM trips	G-10 Complete CTA & CTC courses	G-11 Experience ship inspections	

General Knowledge and Skills

Basic computer knowledge	Time management skills
Marketing	Organizational skills
Geography	Problem solving skills
Phone etiquette	Presentation skills
Public speaking	Salesmanship skills
Equipment operations	
Customer service skills	

Worker Behaviors

Adaptable	Multi-tasker
Friendly	Loyal to AAA
Team player	Informative
Patient	Helpful
Good listener	Ethical
Detail-oriented	Trustworthy
Knowledgeable	Able to take criticism
Positive	Perspective
Confident	Self-motivated
Respectful	Approachable
Persistent	Passionate
Organized	Conscientious
Look beyond what they ask for	Responsible

Tools, Equipment, Supplies and Materials

AXIS system	Maps, tour books, brochures
Apollo	Videos
VIEWPOINT	Computers
Internet	Kronos
ITT	Copiers
CISCO (phone)	Fax machines
OACIS	Postage meter
LOTOS notes	Basic office supplies
AIC WEB	Passport camera
Government forms	Reference materials

Future Trends and Concerns

People returning for personal service (vs. Internet)
Effect of economic downturn (national & locally)
Gas prices (positive if more local trips)
Safety/security for international travel
Difficulty/delay in acquiring passport
More niche travel demand (e.g., handicapped accessible, honeymoon, gay/lesbian, singles)
Loss of customer loyalty
Internet: Competition – need for customer knowledge
Education – for client & travel consultant
Improved computer hardware & software
Health insurance & other benefits
Don't have to be a member

Acronyms

AAA	American Automobile Association
ACE	Agent Consulting Education
CTC	Certified Travel Consultant
ERS	Emergency Roadside Service
FAM	Familiarization Trip
IADP	Inter American Drivers Permit
IDP	International Drivers License
ITT	Internet Trip TIK
MRTS	Members Request Travel Services
OAC	Ohio Auto Club
PAI	Personal Accident Insurance
POI	Point of Interest
SAR	Spius Activity Report
SYCS	Show Your Card and Save
TPOS	Travel Point of Sales