

Certified Travel Associate (CTA) Program

Professional Skills Course

Business Ethics

Activities Workbook

Lesson 1: The Travel Professional

About You

How well do you demonstrate professionalism in the workplace? Read each statement and circle the response that best describes your attitude and behavior.



	Always	Sometimes	Never
1. I dress appropriately for my work environment.	5	3	1
2. I am well groomed every day.	5	3	1
3. I speak in a pleasant tone of voice.	5	3	1
4. I am careful about the words I use when speaking with customers.	5	3	1
5. I focus on the customer's needs and wants before my own.	5	3	1
6. I would not push a product on a customer just to make a sale.	5	3	1
7. I would not do something I knew to be unethical, even if a customer asks me to.	5	3	1
8. I attend as many educational events as I can to increase my professionalism.	5	3	1
	Total Points _____		

Scoring Box

If your score was between...	Then you...
30-40	Already possess a professional attitude.
20-29	Have some professional qualities, but could improve in some areas.
8-19	Have lots of room for improvement. Identify those areas and begin to work on them.

Lesson 2: Professionalism and Ethics

Quick Quiz

Test Your Understanding #1

Read the following scenario, then write your response in the space provided.

Marty Howell, a longtime client of your agency, is shocked at the fare you quoted her for midweek travel from Washington, D.C., to Dallas and back next week. "That's ridiculous!" she tells you. "Last month Sybil got me a great deal. I just bought a ticket from D.C. to Albuquerque and got off the plane when it stopped in Dallas. Can't you do the same thing?" How do you respond?



Quick Quiz

Test Your Understanding #2

Read the following scenario, then write your response in the space provided.

Mr. Dehere, a frequent business traveler, has a meeting that ends two hours before his departing flight. He is not certain he will make it to the airport in time, so he asks you to make a reservation for him on a later flight, "just in case." What should you do?





About You

How Ethical Are You?

Instructions: Fill in each blank with a 5, 4, 3, 2, or 1, using this scale: 5 = strongly agree; 4 = agree; 3 = uncertain; 2 = disagree; 1 = strongly disagree.

- _____ 1. I don't give in to the temptation to pad my expense account.
- _____ 2. I do a full day's work for a full day's pay.
- _____ 3. I never take office items—even small ones—for personal or family use.
- _____ 4. If fellow workers were as honest as I am, our company need never worry about white-collar crime.
- _____ 5. Those who know me consider my word my bond.
- _____ 6. "Loyal and faithful friend" is one way friends would describe me.
- _____ 7. Recognizing how readily we influence others' behavior, I strive to set a good example in all of my endeavors.
- _____ 8. Each day, I work at remaining honest in all interactions both in and out of the office.
- _____ 9. If my spouse's emotional and physical fidelity were equal to mine, I would be satisfied.
- _____ 10. In general, my approach toward others—both at home and away from home—is to treat them the way I would like to be treated.

_____ **Total Score**

Scoring Key

50-43 = excellent

42-37 = good

36 and below needs attention.

Excerpted from *The Right Thing*, William D. Brown, Ph.D., 2010.

Lesson 3: Tools for Professionalism

Quick Quiz

Test Your Understanding #3

Read through the following “to-do” list of an average travel agent’s daily tasks. Label each item A, B, or C to assign priorities by the A-B-C method. (Remember, anything labeled “A” is something that needs your “attention now”; “B” items can “be done later, if need be”; tasks that fall into the “C” category are those that “can wait” without creating too much adversity.) Within each category of A-B-C, arrange tasks according to their priority.



To-Do List

Today is: Monday, January 17, 20xx

Priority Task

- _____ File tour brochures that arrived last week.
- _____ Email hotel information to clients departing 1/31.
- _____ Order special meal for Mike M. departing AA #450 on 1/21.
- _____ Check lowest available airfare for M/M Johansson’s trip to PR in March.
- _____ Send Dana P.’s passport for Vietnam entry visa (August departure).
- _____ Order bon voyage gift for M/M Offenbach’s Carib. cruise (dep. 1/30 MIA).
- _____ Send documents to P. Christopher for June honeymoon.
- _____ Write Pleasure Inn to complain about filthy accommodations. (M/M Cushing checked out 1/10.)
- _____ Submit weekly time sheet (due last Friday).
- _____ Submit FAM trip report (3-day Bahamas cruise, Jan. 7-9).
- _____ Submit expense report for same FAM.
- _____ Request vacation time to attend Gina’s wedding next month.

“A” Items

(List all “A” category items in priority of what needs to be done first, second, third, etc.)

1. _____
2. _____
3. _____
4. _____
5. _____

“B” Items

(List all “B” category items in priority of what needs to be done first, second, third, etc.)

1. _____
2. _____
3. _____
4. _____
5. _____

“C” Items

(List all “C” category items in priority of what needs to be done first, second, third, etc.)

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
-
-

Application Activities

The following activity provides you with an opportunity to develop a personal code of professional behavior and to test that code by analyzing several hypothetical situations. Because the appropriate response to each situation is not always clearly defined, there are no exclusively right answers for this activity. However, suggested responses are provided in the Answer Key at the end of this booklet. Please write your responses to the best of your ability before you refer to our suggested responses. Feel free to refer to materials contained in this course to help you formulate your answers.

Overview

Part I of this activity asks you to draft your personal code of conduct. Follow the directions on the worksheet page to help get you started.

In **Part II**, you will respond to a series of hypothetical situations based on your personal code of conduct. Using your ethical code and your understanding of ethical behavior, you will briefly justify each of your responses.

Part III concludes this activity by asking you to review the responses you selected for each situation and the principles that guided you in selecting those responses.

When you finish the activity, check your responses with the suggestions provided in the Answer Key.

Part 1: Drafting a Personal Code of Conduct

At a minimum, a code of professional behavior for travel professionals should reflect the expectations of the following groups:

- Customers
- Suppliers
- Colleagues
- Employers

Refer to the readings in Unit 2 of this course to help you define elements of a personal code of professional behavior. Select any five elements, principles, or standards from the ethical codes of ASTA, USTOA, or NTA to form the core of your own professional code of conduct.

For example, you may feel that NTA's ethical standard, "I will be guided in all activities by truth, accuracy, fairness and integrity," is key to your personal code of ethics or one that guides you in your daily responsibilities. If so, write that standard on the activity sheet labeled "Personal Code of Conduct," along with four other standards to form your own personal code of conduct.

Personal Code of Conduct

Principle #1

Principle #2

Principle #3

Principle #4

Principle #5

Part 2: Putting Your Code of Conduct to Work

Read the following situations* and choose the response that best reflects your personal code of conduct. Indicate which principle from your personal code of conduct guided you in choosing your response by writing its number in the space provided. For some situations, you may identify more than one principle that guided you.

*Adapted from "Questions of Ethics" by Rebecca F. Sox, Travel Life Magazine, May/June 1989.

Situation A: Freebie Frenzy

One of the rental car companies you frequently recommend is giving laptop computers to travel agents who book 50 clients in one month. You need only one more booking to win, but it's the last day of the month. Just in time, a corporate traveler calls. When you suggest the rental company that's offering the laptop, he says he prefers firm X instead. What do you do?

Response Choices

- a. Tell the client that your agency has had favorable dealings with the company in question and that you recommend it highly. Then let him decide.
- b. Explain why that company is his only option and book him anyway.
- c. Book the client with the company of his preference and hope someone else will call so you can win the laptop.

Your Answer

1. I choose ____ because:

2. I did not choose the other possible responses because:

3. The principle(s) from my personal code of conduct that guided this choice is/are:

Situation B: Release Rights

After you've spent three hours researching and booking a high-commission European vacation, the client calls to say she wants you to transfer this reservation to another agency. When you ask her why, she says she likes it better and that it is located nearer to her home. Though you offer to deliver her tickets, vouchers, and any other information she may need, she still wants to switch agencies. You know you reserved the last two seats on her departing flight, and if you don't release her to the other agency, she probably won't be able to rebook. What do you do?

Response Choices

- a. Refuse to release, telling her it's against company policy (whether your agency has such a rule or not).
- b. Tell her sure, you'll release. But after you hang up you cancel all her bookings.
- c. Release her.

Your Answer

1. I choose ___ because:

2. I did not choose the other possible responses because:

3. The principle(s) from my personal code of conduct that guided this choice is/are:

Situation C: Creative Booking

An important client has a meeting one hour before his departing flight. He's not sure he will make it, though, so he asks you to arrange a second reservation on a later plane just in case his meeting runs long. Both flights depart during peak hours, and you don't like to block space you know you aren't going to use. You decide to:

Response Choices

- a. Tell the client not to worry. You'll book both flights. You value his business and are willing to take that extra step to keep it.
- b. Explain that you'd be blocking space during peak time and that someday he'll be one of those unfortunate travelers unable to get on an overbooked flight. Ask him to choose one or the other.
- c. Tell him you'd rather book him on the late flight because it's unlikely he'll make the early flight anyway. But emphasize that it's his decision.

Your Answer

1. I choose ____ because:

2. I did not choose the other possible responses because:

3. The principle(s) from my personal code of conduct that guided this choice is/are:

Situation D: Fam Flim-Flam

Your best friend has always dreamed of taking a Caribbean cruise. She knows about familiarization trips and how cheaply you can travel on them. Please, she asks, can you book her on one of these trips? All it will take is a request on travel agency letterhead verifying that she is an employee. She's a longtime friend who has done special favors for you in the past. You decide to:

Response Choices

- a. Book her on an upcoming cruise as long as she promises not to tell anybody that she's not really a travel agent.
- b. Tell her you're sorry, but you could lose your job if you got caught.
- c. Offer to find her an economical cruise she can afford instead of a free fam trip.

Your Answer

1. I choose ___ because:

2. I did not choose the other possible responses because:

3. The principle(s) from my personal code of conduct that guided this choice is/are:

Situation E: List Loss

You've been offered a better salary and an opportunity for rapid advancement at a new agency. You accept. But alone in the office one evening, before you've given notice to your current employer, you realize it would be easy to copy your agency's client list off your computer without anyone finding out. The list would help you show your new boss that you know how to generate business. What do you do?

Response Choices

- a. Copy the list.
- b. Copy only the names of the clients you know are coming with you anyway.
- c. Decide you'd rather leave on the up-and-up, even though you're not particularly fond of your current boss.

Your Answer

1. I choose ___ because:

2. I did not choose the other possible responses because:

3. The principle(s) from my personal code of conduct that guided this choice is/are:

Situation F: Ticket Brokering

One of your best clients asks you to sell a ticket he has earned with bonus frequent-flyer mileage. It would be easy for you to sell the ticket—in fact, you know just the buyer. Your chances of getting caught are slim, and your boss has never told you not to broker free tickets. You decide to:

Response Choices

- a. Sell the ticket. If you don't, somebody else will.
- b. Ask your boss what to do.
- c. Tell the client you'd love to help him, but it's against airline policy, and you'd be in trouble if you got caught.

Your Answer

1. I choose ____ because:

2. I did not choose the other possible responses because:

3. The principle(s) from my personal code of conduct that guided this choice is/are:

Part 3: Review Your Choices

Review the response you selected for each situation and the principles that guided you in selecting those responses.

1. Which principle(s) did you use **most** often? Why?

2. Which principles did you use **least** often? Why?

3. What are some likely consequences of **not** practicing your personal code of professional ethics in each of these situations?

Situation A: Freebie Frenzy

Situation B: Release Rights

Situation C: Creative Booking

Situation D: Fam Flim-Flam

Situation E: List Loss

Situation F: Ticket Brokering

4. What are some likely consequences of **actively** practicing your personal code of professional ethics in each of these situations?

Situation A: Freebie Frenzy

Situation B: Release Rights

Situation C: Creative Booking

Situation D: Fam Flim-Flam

Situation E: List Loss

Situation F: Ticket Brokering
