

6.3 Evaluation of the Video Series

Travelers in both the English and French groups were shown a consolidated version of the video series (approximately five minutes in length). They were then probed for their reaction to the video as a tool to convey information relevant to the program objectives.

A couple of participants in Toronto recalled seeing the series on TV Ontario. None of the participants in other locations could recall viewing the series.

There were very different reactions to the video in the French and English groups.

Travelers in the English groups felt that the video was interesting and "professionally done." They particularly liked the use of other travelers as a means of communicating the messages. *"It is interesting the way they have travelers speak themselves. The people who watch the videos will give more credibility to the contents."*

People in the French groups were not as enthusiastic about the video, and several noted that "no people from Quebec" were shown.

A number of participants felt that the videos would be more relevant and useful if they were country-specific.

Travelers and travel agents felt that the video series could be shown to:

- young people who are first-time travelers;
- people traveling as part of a group tour; and
- new travel agents as a training tool.

Some travelers also expressed an interest in borrowing the video series either from the local library or from their travel agent.

6.4 Telephone Enquiry Service

None of the travelers who participated in the groups were aware of the 1-800 enquiry service for information on travel in dangerous or remote areas. While some travel agents had used the service, there was also a relatively low awareness level among this group. Those who had used the service found the people to be courteous and helpful.