

#### 6.4 Demand Management

The demand for consular services is strongly influenced by the historical role which EAITC has played in looking after the interests of Canadians abroad. However, opportunities exist for limiting these demands for services by improving the public awareness of potential problems in travelling abroad and making greater use of services now available through the private sector, as suggested in the previous sub-section. This was the conclusion reached after consultation with officials in the travel industry and provincial governments.

Officials in the travel industry noted that while the booklet "Bon Voyage" has been very helpful, more should be done. Suggestions included the issuance of special bulletins on problem areas or situations which travel agents could use to advise their clients or insert into the travellers' information hand-outs. They also noted that more attention should be paid to keeping the travel industry informed and expressed concern that the Department had ceased to send out representatives to travel conventions.

The intervention of provincial governments in the travel industry varies from province to province. Ontario, for example, has taken action to make the travel agents accountable for fully advising overseas travellers on conditions in the country of their designation. Officials in the Alberta government said that to date the government prefers to let the travel industry regulate itself.

The approach by Ontario and possibly other provinces would help to reduce the demand for consular services.

Action by EAITC to limit the growth in demand for services should be developed through a process of consultations with the provinces and travel industry. Therefore it is recommended:

That EAITC institute a process of consultations with the provincial governments and the travel and related industries to encourage greater use of private sector services.

That EAITC take a more active role in improving the public's awareness of potential travel problems through such mechanisms as travel bulletins and a "hot line" for travel agents.