

During the focus group sessions with travel agents, some participants felt that information distributed to travelers "should have the right tone" and should not "scare them away" with undue descriptions of potential pitfalls they may encounter. At the same time, however, travel agents in Toronto stated that they were fully obligated (by Ontario law) to provide objective information to travelers on the steps they should take to prepare for a trip, as well as any necessary precautions while traveling. Some viewed their role as being one of "travel consultant" rather than "travel agent" (which was viewed as a misnomer). However, they acknowledged that many agents, particularly discount agents, do not provide the full range of required information to travelers due to time constraints and pressure to maintain high volume sales.

Tour companies and organizers. People who travel on package tours (mostly sun vacation travelers) mentioned that they rely almost wholly on the tour company representatives for trip preparation information. In some cases, this might include a group organizer who deals with the tour company (e.g. a person in a senior citizens' community organization who has arranged a tour on behalf of a group of people).

Foreign embassies. Travelers to countries requiring visas are required to apply through the appropriate foreign embassies in Canada. While the level of service provided by these embassies varied by country, most were viewed as an excellent source of information on local sites and destinations.

Due to the fact that many embassies are located in Ottawa, some participants felt that the embassies were not readily accessible.

Health clinics and family doctors. Travelers went to health travel clinics to obtain the most up-to-date information on immunization requirements. Health clinics were used more frequently by people in the older groups (i.e. comfort travelers).

While many travelers went to their family doctor for immunization, participants seemed to agree that family doctors might not have access to the most up-to-date information on the shots required for travel to certain destinations. As one participant explained, "*they might not know about a new strain of influenza in South America.*"