

2011 Canberra and Capital Region Tourism Awards

Category questions

25. NEW TOURISM DEVELOPMENT

This category recognises excellence in the planning of tourism infrastructure and/or services with a focus on entrepreneurial vision, harmonious integration with the environment, design and functionality and uniqueness of the service.

Important notes:

- *Visitation and/or service delivery must have commenced during the qualifying period 1 July 2010 to 30 June 2011.*
- *Subsequent development stages may be entered by existing operators, but must be clearly defined as separate to the original facility.*
- *Refurbishment does not qualify in this category unless it changes the nature of the business.*
- *Unlike other categories you should focus on pre-opening planning of the development.*
- *The numbers after each sub-question refer to the judges' weighting.*

Important reminders:

- *Entrants must ensure their answers refer specifically to the product and category they are entering.*
- *Entrants are encouraged to answer questions to highlight participation in tourism-related accreditation programs.*

Tip for all questions:

- *Prior to using an acronym, please state phrase or name in full followed by the acronym in brackets.*

Question 1. Product (20 points)

- a) Provide a general introduction to your new tourism enterprise. You must demonstrate your eligibility for entry in this category as outlined in the descriptor above. (6)
- b) Explain the rationale and the philosophies behind its development. How did you determine what was required? (7)
- c) Describe the services and/or facilities you offer. (7)

TIP: Part a) Consider stating where you are located geographically (perhaps include a map shot) and including a picture to help judges visualise your new tourism development.

Question 2: Business Plans (20 points)

- a) Summarise your success in the development project. Did this reflect goals identified in the original plan? (4)
- b) Describe the key features of your business plan for example goals, strategies and outcomes. (8)

- c) Describe the risk issues you have identified for your business and summarise the risk mitigation strategies you have put in place. (4)
- d) Demonstrate your involvement in, and contribution to, the tourism industry. Explain how it contributes to the success of your business and the tourism industry as a whole. (4)

TIPS: Part a) Examples could include: development being completed on time, early trading results and whether budget targets were met.

Part b) is asking you to explain what were you trying to achieve i.e. your business vision from conception, how you went or plan to go about it, and the desired outcomes. Carefully explained graphs, charts or percentages may help illustrate your answer.

Part c) Risk management relates to all parts of your business including risk to the visiting public, specific business related risk and Occupational Health and Safety. Consider using a practical example or detail an incident and outcome to prove how your risk management strategy works. Also consider displaying information in a matrix form and identifying levels of risk.

Part d) Demonstrate your involvement at local, state and/or national level. Examples could include integrated packages including other local products that encourage greater visitation to your area, involvement in local festivals and events that encourage people to stay longer and spend more, tourism accreditation, membership of your industry association and involvement in tradeshow.

Question 3. Marketing (20 points)

- a) Who are your target markets and how did you identify them? (6)
- b) Describe the marketing strategies used to attract each target market and detail the success/outcomes of those strategies. (4)
- c) What is your distinctive difference and how do you promote it to attract each of your target markets? (6)
- d) Demonstrate how potential visitors are provided with an accurate and responsible depiction of what to expect from the experience/product. (4)

TIPS: Consider all arms of marketing (e.g. sales, advertising, public relations, word of mouth and e-marketing) where appropriate. Your objective should be to demonstrate a clear plan supported by market research and the results achieved.

Part a) Explain what research you used to identify them.

Part b) Displaying your target markets, strategies and outcomes in a table format is recommended. Ideally there should be a strategy and outcome described for each target market listed in your answer to part a). Consider all elements of marketing (e.g. digital, mobile, social networking, sales, advertising, PR and word of mouth) where appropriate. Your objective should be to demonstrate a clear plan supported by market research and the results achieved. You should also discuss any changes implemented in your business based on the results, where appropriate.

Part d) relates to your marketing material e.g. brochures, flyers, advertising, website etc. and keeping them up to date.

Question 4. Customer Service and Professional Development (20 points)

- a) Explain how you achieve and maintain quality customer service throughout your organisation. (8)
- b) How do you identify and provide for people with specific needs? (4)
- c) State the number of people working in the business and explain how you identify and determine professional development needs. (4)
- d) Describe the range of training/skill development programs undertaken. (4)

TIPS: Part a) Consider how you stay abreast of industry developments. Other points to consider could include your repeat business strategy, feedback collection and changes implemented based on feedback.

Part b) Specific needs could include language, physical, intellectual, dietary and other special needs e.g. groups, special interest etc.

Part c) You should consider fulltime, part-time, casual and volunteers.

Part d) Points to consider could include the objective of staff/self training/skill development programs, how they were measured, the extent of uptake and outcomes for the business.

Question 5. Sustainability and Innovation (20 points)

- a) Describe and demonstrate your commitment to environmental sustainability. (7)
- b) Describe how your business benefits and respects the local community values and culture. (6)
- c) How have you achieved innovation in the design and development of your product? (7)

TIPS: Part a) This could include energy and water conservation, building design and location, waste management, recycling, tree planting, engaging environmentally sensitive procedures and accreditation programs.

Part b) Benefits to the local community could include apprenticeships, in-kind contributions, employment of local residents, partnerships with community-based organisations etc. The use of local products and services could include food and beverage suppliers, service providers, tradespeople, and local building material. If local products and services are not available, briefly explain.

Total points 100 points. Site inspection further 20 points.