



2011 Canberra and Capital Region Tourism Awards

Category questions

27. TOURISM EDUCATION PROGRAM

This category is open to tourism attractions or tourism businesses that deliver an education program/s to schools or groups to enhance the visitor experience and successfully interpret the vision of the attraction or business. An individual program or suite of programs can be entered. The program/s should be fully or partly facilitated by the organisation.

Important note:

- *This category is awarded at the State/Territory level only and the recipient will not proceed to the Qantas Australian Tourism Awards judging process.*

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)

- Provide an overview of the history and nature of your attraction or business.
- Describe the education program/s you are entering. You must demonstrate your eligibility for entry in this category.
- How do your program/s contribute to and enhance the tourism experience in your attraction or business.

Question 2: Business Plan (20 points)

- Describe the business vision of your organisation.
- Describe the goals, strategies and outcomes of your organisation's business plan.
- Demonstrate how your education program/s interprets your business vision and aligns with your organisation's goals.
- Describe any risks or restrictions you have identified in delivery of your program/s.

Question 3: Marketing (20 points)

- Who are your organisation's target markets? Who are the target market for your program/s?

- b) Briefly describe the marketing activities you use to attract each of these markets. How do you market your education program/s to specific target markets?
- c) What is the distinctive difference of your organisation and how do you use this in the delivery of your education programs.
- d) Demonstrate how your visitors are provided with an accurate depiction or what to expect from your program/s.

Question 4: Delivery of your program/s, interpretation of your attraction or business and professional development of your staff (20 points)

- a) Describe the key features and delivery method of your program/s.
- b) Describe the current success of your program/s. How many visitors have experienced these program/s. What feedback has been received?
- c) Outline how your education program/s adds to the overall visitor experience provided by your attraction or business. How does this contribute to the overall visitor experience to your tourism region?
- d) Describe the specific skills your staff possess that ensures successful delivery of your program/s. What training do you provide to enhance these skills?

Question 5: Sustainability and Innovation (20 points)

- a) Describe your organisation's commitment to environmental sustainability. Do your program/s align with this commitment?
- b) Describe how your organisation and your program/s interprets and respects the local community, values and culture.
- c) Have you included any innovations in your education program/s and has this improved the delivery and/or impact of your education program/s?

Total score: 100 points.
