

28. TOURISM EDUCATION & TRAINING



This category is open to individual tourism businesses and tourism education and other registered training providers working to raise professional standards within the tourism industry by delivering tourism training, including online.

NOTE: This Award is only offered at the Canberra Region Awards level. Winners will not proceed to the Australian Tourism Awards.

1. TOURISM EXCELLENCE (20 marks)

- a) Demonstrate your eligibility for this category as related to the descriptor above and provide a brief overview on the nature and history of the organization. (6)
- b) Describe the tourism education and training services and/or facilities you offer. (6)
- c) Describe your commitment to tourism excellence. (4)
- d) Describe your involvement in the tourism industry. (4)

TIPS

- a) Take care to ensure you have entered the right category and that your response aligns to the category descriptor. Failure to demonstrate your eligibility will be reflected in your score. Refer to the ABOUT US section of your website as this may assist with this response. Judges will want to know how and when the business started, who works in the business, where it is located and how it has developed over the years. A map will be helpful here.
- b) The focus of this question is tourism.
- c) Explain your values, philosophy and commitment to excellence and what makes you stand out. This may include but not be limited to accreditation and recognition in award programs.
- d) Explain how you have been actively involved with and contributed to the tourism industry locally, regionally and nationally.

2. BUSINESS PLANNING (20 marks)

CHOOSE (I) OR (II) BELOW

(I) For Government training institutions or Universities (20 marks)

- a) Describe the key features of your training business plan for example goals, strategies and outcomes. (10)
- b) Demonstrate your adherence to your faculty or departmental budget. (5)
- c) Describe the risk issues you have identified for your business and the specific risk mitigation strategies you have put in place. (5)

TIPS

- a) Focus on just the tourism/hospitality training section of your organisation not the whole of the University or Government department. Explain what you were trying to achieve i.e. your

business vision, how you went about it and the related outcomes. Consider including marketing, product development, human resources, budget, financial performance and operational matters as part of your answer.

- b) It would be helpful to include graphs illustrating income and expenditure and/or net profit/loss for the qualifying period. This could be presented as a percentage or dollar value.
- 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.

OR

(II) For individual businesses, or private registered training providers (20 marks)

- a) Briefly describe the key features of your business plan for example goals, strategies and outcomes, in particular how it incorporates training outcomes. (10)
- b) Describe the risk issues you have identified for your business and the specific risk mitigation strategies you have put in place. (5)
- c) Demonstrate how your involvement in the tourism industry contributes to the success of your business and the tourism industry as a whole. (5)

TIPS

- a) Focus on just the tourism/hospitality training section of your organisation. Explain what you were trying to achieve i.e. your business vision, how you went about it and the related outcomes. Consider including marketing, product development, human resources, budget, financial performance and operational matters as part of your answer.
- b) 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.
- c) Provide examples of your involvement at local, state and/or national level. Examples could include training programs developed specifically for a local industry, in-house training for organisations or leadership on industry forums.

3. MARKETING (20 marks)

- a) Who are your target markets? (5)
- b) How do you know your products/services meet the needs of your target markets? (5)
- c) Describe how your business is competitively positioned in the marketplace and the methods you use to communicate this with your clients. (5)
- d) Describe the innovative marketing strategies you have implemented to encourage new and/or repeat business and demonstrate the success of these initiatives. (5)

TIPS

- a) This question seeks to understand who you have aimed your marketing towards. Consider for example; who they are, where they are from, how old they are, what motivates them and how your product meets their expectations.
- b) What research have you conducted or used to determine your target markets? How do you know the target market you identified in Q 3 a) is right for you?

- c) What makes you different from your competitors? Consider for example; size, location, uniqueness, services, facilities. What methods do you use to communicate these to the target market you have mentioned in Q 3 a).
- d) What have you done differently to attract your customers? Consider for example; social media, digital advertising, apps. The response needs to focus on innovative approaches to marketing your product/service. Remember to also answer the second part of the question and expand on how these new activities have been successful.

4. CUSTOMER SERVICE (20 marks)

- a) Describe your customer service philosophy/values. (5)
- b) Explain how you provide for clients with specific needs. (5)
- c) Describe how you measure customer satisfaction and identify areas for improvement. (5)
- d) What processes do you have in place to respond to complaints? (5)

TIPS

- a) Consider the systems and procedures you have in place to deliver outstanding service. How do you make an effort to understand client needs, welcome them, respect them, thank them and do business with them?
- b) Demonstrate how you consider clients' special and specific needs. Think about who your clients are and their specific requirements.
- c) What processes do you have in place to understand how your customer feels about your product/service? For example; feedback forms, monitoring social media, blogs, etc. Consider providing a case study/example where you have implemented a change based on customer feedback.
- d) Consider how you receive feedback, for example, telephone, email or User Generated Content such as blogs. Explain how you respond to each of these different communication channels.

5. SUSTAINABILITY (20 marks)

- a) Demonstrate how you contribute to the local economy. (6)
- b) Demonstrate how you engage with and bring benefits to the local community. (7)
- c) Describe how you care for the local environment. (7)

TIPS

- a) Explain how your business financially contributes to the local economy in your region, for example; local purchasing, employing local people etc.
- b) Consider the social benefits you provide to your local community, for example, supporting local businesses, product packaging, charitable donations, sponsorship, engagement with community groups, working with local Aboriginal and Torres Strait Islander people etc.
- c) Explain your commitment to environmental sustainability and detail the activities you conduct in relation to conserving and measuring water, waste management and energy.

TOTAL SUBMISSION SCORE: _____/100