

29. TOURISM VISITOR EDUCATION

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

Notes

- **This Award is only offered at the Canberra Region Awards level. Winners will not proceed to the Australian Tourism Awards.**
- **Maximum submission length is 6,000 words.**

1. TOURISM EXCELLENCE (40 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 your attraction/business. Include your mission statement. (14)
- b) Describe the education program/s you are entering. (14)
- c) How does your program/s contribute to and enhance the tourism experience in your attraction/business and Canberra and the region. (12)

TIPS

- a) Introduce this section with your mission and/or vision statement. 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) Take care to ensure that your response aligns to the category descriptor.
- c) Note this is a two part question; you need to detail how your programs contribute to your attraction/business as well as how they contribute to Canberra and the region.

2. MARKETING (20 marks)

- a) Who are your target markets for your education program/s? (10)
- b) Describe the innovative marketing strategies you have implemented to encourage new and/or repeat business for your education program/s and demonstrate the success of these initiatives. (10)

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 and inspires them and how your product meets their expectations.
- b) What have you done differently to attract your customers? Consider for example; social media, digital advertising, collaborative marketing, apps. The response should focus on innovative approaches to marketing. Remember to also answer the second part of the question and expand on how these new activities have been successful.

3. DELIVERY OF PROGRAM & CUSTOMER SERVICE (40 marks)

- a) Outline how your education program/s links to National Standards for Education (curriculum) or the lifelong learning of visitors. (10)
- b) Describe how you measure customer satisfaction and identify areas for improvement for your education program/s. (10)
- c) Describe any innovations that have taken place during the qualifying period to improve your education program/s and demonstrate how these innovations enhance your tourism experience. (10)
- d) What investment has been made in staff training and development for your education program/s and how has this improved the services provided to your visitors? (10)

TIPS

- b) 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, mystery shoppers etc. Consider providing a case study/example where you have implemented a change based on customer feedback.
- c) This is a two part question. An innovation can be defined as 'the process of introducing new or significantly improved goods or services and/or implementing new or significantly improved processes' (source: Australian Bureau of Statistics). Be sure to include the impact the innovation had on your tourism program.
- d) Describe your commitment to training. How do you ensure you and/or your staff gain the correct knowledge and skills to carry out their job? Remember that investment does not need to be financial.

TOTAL SUBMISSION SCORE: _____/100