CATEGORY 2:
TOURIST ATTRACTIONS

2017 QUEENSLAND tourism awards

This category recognises natural or built tourist attractions that attract significant visitor numbers during the qualifying period for Queensland.

Total score for submission 100 points
Site Inspection further 20 points

ACCREDITATION

To be eligible to enter this category, entrants are required to be accredited or certified by a recognised program. This accreditation or certification will be in addition to the legal requirements necessary for operation of your business (e.g. registrations for vehicles and equipment, licence requirements for employees).

The following programs are recognised by the Queensland Tourism Awards:

- Australian Tourism Accreditation Program (ATAP)
- Earthcheck Evaluate
- Climate Action Certification (Ecotourism Australia)
- Eco Certified Tourism (Ecotourism Australia)
- Respect Our Culture (Ecotourism Australia)
- Visitor Information Centre Accreditation
- China Ready and Accredited
- National Accommodation Recreation and Tourism Accreditation (NARTA)
- Caravan Industry Association of Australia National Accreditation Program
- Star Ratings Australia
- International Customer Service Standard (ICSS)

Due to the existing business development components, businesses that are part of the following groups are automatically eligible to enter the Awards program:

- Accor Hotels
- BIG4 Holiday Parks
- IHG (InterContinental Hotels Group)
- Luxury Lodges of Australia
- YHA Australia

For further information or support please contact the QTIC team on (07) 3236 1445 or accreditation@qtic.com.au

Important Notes:

- Entrants in this category cannot enter Category 1.
- Attractions that are not open all year round will need to explain their basis for seasonal operations.
- The numbers after each sub-question refer to the judges' weighting.
- 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.
- Prior to using an acronym, please state phrase or name in full followed by the acronym in brackets.
- Achievements or activities referred to within your entry must relate to the qualifying period: 1 July 2016 – 30 June 2017.

QUESTION 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 business. (6)

b) What tourism products, experiences and services do you offer visitors? (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.

QUESTION 2 BUSINESS PLANNING (20 MARKS)

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a) Provide an overview of the key features of your business plan including goals, strategies and outcomes. (6)

b) Describe any innovations that have taken place during the qualifying period to improve your tourism business and demonstrate how these innovations enhance your tourism experiences/services. (6)

c) What investment has been made in staff training and development and how has this improved the services provided to your visitors? (4)

d) Describe the main risks for your tourism business and the risk mitigation measures you have implemented. (4)

TIPS:

a) Introduce this section with your mission and/or vision statement. A 3-column table would be useful here to display the information. Make sure you use measurable goals and demonstrate quantified outcomes achieved.

b) This is a 2-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 business.

c) 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? Investment does not need to be financial.

d) Consider all aspects of business risk not just workplace health and safety.

QUESTION 3 MARKETING (20 MARKS)

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a) Who are your target markets? (4)

b) How do you know your product/service meets the needs of your target markets? (4)

c) What are your unique selling points and demonstrate how you communicate these to your target markets? (6)

d) Describe the innovative marketing strategies you have implemented to encourage new and/or repeat business and demonstrate the success of these initiatives. (6)

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, how they purchase travel, what motivates and inspires 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 markets you identified in Q 3 a) are right for you?*

c) *What makes you different from your competitors? Consider for example; size, location, exclusivity, services, facilities. What methods do you use to communicate these to the target markets 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. Remember to also answer the second part of the question and expand on how these new activities have been successful.*

QUESTION 4 CUSTOMER SERVICE (20 MARKS)

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a) Describe your customer service philosophy/values. (5)

b) Explain how you provide for visitors 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 customer 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 visitor needs, welcome them, respect them, thank them and do business with them?

b) Demonstrate how you consider visitors' special and specific needs. Think about who your customers 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, mystery shoppers 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 and TripAdvisor. Explain how you respond to each of these different communication channels.

QUESTION 5 SUSTAINABILITY (20 MARKS)

a) Demonstrate how your business contributes to the local economy. (6)

b) Demonstrate how your business engages with and benefits the local community. (7)

c) Describe how your business cares 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.

SUBMIT YOUR ENTRY

Rules for entry: http://www.queenslandtourismawards.com.au/entrant-information/rules-for-entry
Submissions due: 5pm - Monday, 21 August 2017.
Submit online: Log in using the details you created when you registered to nominate.
Questions: awards@qtic.com.au or phone 07 3236 1445
Gala Ceremony: Friday, 10 November 2017 – Brisbane Convention & Exhibition Centre.