



## CATEGORY 27: EXCELLENCE IN 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.

Important notes:

- The numbers after each sub-question refer to the judges' weighting
- Ensure you choose either the Government or private option

### 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 organisation. (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)

### 2. **BUSINESS PLANNING (20 marks)**

#### Choose 1 or 2 below

#### 1. 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)

#### OR

#### 2. 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)

**3. MARKETING (20 marks)**

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

**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)

**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)

**Total score: 100 Points. Site Inspection further 20 Points**

***Please note:*** You will be sent a Category Toolkit when you nominate to assist you with preparation of your submission. If you don't receive one please request one via email at [jwood@tourismcouncilwa.com.au](mailto:jwood@tourismcouncilwa.com.au)