



Department of Biodiversity,
Conservation and Attractions



31: FACET GOLDEN GUIDE AWARD

In 1998 The Forum Advocating Cultural & Eco Tourism Inc. (FACET) initiated and developed the FACET Golden Guide Award. FACET is one of WA's leading networking, professional development and information resources for people interested in cultural, nature based and eco-tourism and has a particular focus on how this type of tourism impacts on, and supports, community development and the environment.

Important notes:

- The numbers after each sub-question refer to the judges' weighting
- This submission is limited to **16 pages** (including the cover page)
- This is a WA Award only so the gold winner will not progress to the National Tourism Awards
- Submissions will be accepted from guides operating in the private/public sectors in either paid or volunteer capacity.
- Tour guides who work on multiple tours should preferably focus on one tour, but can provide examples from other tours in addressing the following criteria.
- Finalists will be required to attend a 30 minute interview with the judges in Perth or via phone for finalists in regional areas. Interview questions will be supplied to the entrant prior to the interview.

The aim of the Award is to acknowledge individual excellence in tour guiding and raise the profile of this important profession. This category recognises the significant contribution quality tour guides make in providing memorable experiences to visitors through interpretation of the natural and cultural environment in a responsible manner. It is designed to encourage individual tour guides to create and deliver innovative, accurate, authentic and inspiring tours that will enhance tourism product and enrich the visitor experience. This award is for an individual tour guide demonstrating excellence in tour guiding.

Eligibility includes tour guides and coach captains working in the natural, cultural and heritage environments, in either a paid or volunteer capacity. Tour guides who work on multiple tours should preferably focus on one tour, but can provide examples from other tours in addressing the following criteria.

1. OVERVIEW OF THE NOMINEE (0 marks)

- a) Provide a brief history of your career in tour guiding, highlighting your outstanding attributes
- b) Include a brief description of your current employment/volunteer work.

2. TOUR PLAN OF NOMINEE (30 marks)

With reference to a recent tour you have developed and delivered:

- a) Give details about the tour; include information such as: type of tour, group size, location, duration, frequency and the involvement of other people;
- b) Give details of the objectives of the tour; what is the target audience and what messages and stories you use to create the visitor experience.

3. TOUR DELIVERY OF NOMINEE (30 marks)

- a) Give details of any innovations in design and presentation techniques that you use to create a special, distinctive and memorable experience for clients.
- b) Give examples of how your tour promotes sustainability, with a focus on at least two of: cultural; social; or environmental; approaches.

4. EVALUATION AND CUSTOMER SERVICE (30 marks)

- a) Explain how you evaluate and ensure a standard of quality in your customer service. Provide evidence of customer satisfaction e.g. letters of appreciation, visitor book comments, surveys etc.
- b) Discuss the kind of changes / improvements you have made to your tour, as a result of this feedback.
- c) How do you identify and provide for people with special needs? (specific needs could include language, physical, intellectual)

5. IMPROVING SKILLS (10 marks)

- a) How do you continue to improve your guiding knowledge and skills?

Total submission score: 100 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