

CATEGORY 25 - EXCELLENCE IN FOOD TOURISM

This category is open to food producers, providores, tour operators, cooking schools, food attractions, farm gate experiences, farmers markets, trails and other food tourism experiences in *(state/territory)*, featuring *(state/territory)* produce as the core component.

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 food tourism products, experiences and services do you offer? (5)
- c) Describe how you highlight food and/or produce as part of the visitor experience. (6)
- d) Describe your involvement in the tourism industry. (3)

Question 2 BUSINESS PLANNING (10 marks)

- a) What are your business' goals and strategies and outline your outcomes? (5)
- b) How do you make your business safe for visitors? Describe your 'risk management' strategies. (5)

Question 3 MARKETING (30 marks)

- a) Who are your customers (*tourists/ target markets*)? Describe the marketing strategies for each target market and detail the success/outcomes of those strategies. (10)
- b) What are your unique selling points and how do you promote to your target markets? (10)
- c) Explain how your food tourism experience contributes to your region's tourism appeal and to your State or Territory tourism as a whole. (10)

Question 4 CUSTOMER SERVICE (20 marks)

- a) Explain how you achieve and maintain quality customer service. (10)
- b) How do you identify and provide for customers with specific needs? (10)

Question 5 ENVIRONMENTAL SUSTAINABILITY AND COMMUNITY (20 marks)

- a) How do you save and monitor water, energy and reduce waste? (7)
- b) How do you involve the local community in your business? (7)
- c) How do you support your local economy? (6)

TOTAL SCORE: ____/100

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