

## 24. NEW TOURISM BUSINESS

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This category recognises new tourism businesses that have commenced trading, visitation or service delivery during the qualifying period. This award recognises excellence in the planning and development of new tourism infrastructure and/or services. Tourism businesses that have commenced a new product or opened new infrastructure need to enter another category most applicable to the business.

### 1 TOURISM EXCELLENCE (20 marks)

- a) Provide an overview the new tourism business and demonstrate your eligibility for this category as related to the descriptor above. Explain the rationale and the philosophies behind its development. How did you determine what was required? (6)
- b) Describe what tourism products, experiences and/or services you offer (6)
- c) Describe the strategies you have in place that demonstrate your commitment to tourism excellence. (5)
- d) Describe your involvement in the tourism industry. How will this contribute to the success of your business and the industry as a whole. (3)

#### *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. Provide judges with an understanding of why you developed the business and what research was used to determine its' feasibility. 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 was developed. 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.*
- d) *Explain how you are involved with and contribute to the tourism industry locally, regionally and nationally.*

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

- a) Summarise your success in the planning and development of your business. Include an overview of the goals and key features of your business plan and their outcomes. (6)
- b) Describe the innovative approaches to product development and design you implemented in your new tourism business. How has this innovative design enhanced your tourism experiences/services? (5)
- c) What investment has been made in staff training and development and how does this ensure high quality service delivery to your customers? (4)
- d) Describe the main risks in establishing your new tourism business and the risk mitigation measures you implemented. (5)

### *Tips:*

- a) Explain what were you trying to achieve i.e. your business vision from conception, how you went or plan to go about it, and the desired outcomes. Carefully explained graphs, charts or percentages may help illustrate your answer. 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 outcomes.*
- 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). Show how you applied innovative thinking to your new business operations. 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 including start up risks. This is more than just workplace health and safety.*

## **3 MARKETING (20 marks)**

- a) Who are your target markets? (4)
- b) How do you know your product/service meets or will meet 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 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.*

**4 CUSTOMER SERVICE (20 marks)**

- a) Describe your customer service philosophy/values. (5)
- b) Explain how you provide for customers 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 their 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) Did you conduct product testing prior to launching? What processes do you have in place to understand how your customer feels about your new 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.*

**5 SUSTAINABILITY (20 marks)**

- a) Demonstrate how your business has or intends to contribute to the local economy. (6)
- b) Demonstrate how your business has or intends to engage with and benefits the local community. (7)
- c) Describe how your business cares/will care 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 locals etc. If you are outlining your intention for contribution provide evidence of the plans in place.*
- 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, local Aboriginal and Torres Strait Islander people etc. If you are outlining your intention for engagement provide evidence of the plans in place.*
- c) Explain your commitment to environmental sustainability and detail the activities you conduct in relation to conserving and measuring water, waste management and energy. If you are outlining your intents towards caring for the environment provide evidence of the plans in place.*

**Total score: 100 points. Site Inspection but no points allocated.**