



CATEGORY 26 – EXCELLENCE IN CHINESE TOURISM

This category recognises excellence in a tourism business's ability to attract and service the China market in Western Australia.

Important notes:

- The numbers after each sub-question refer to the judges' weighting
- Entrants in this category must have completed their CHINA READY® Accreditation
- Entrants in this category should not exclude China Ready information/content if entering an additional standard category
- This is a WA only category therefore the gold winner will not progress to the National Awards

1. TOURISM EXCELLENCE (30 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 Chinese visitors? (6)
- c) Describe your commitment to CHINA READY® tourism excellence and future plans to target this market. (10)
- d) Describe your involvement in the tourism industry relating to the China Market. (8)

2. MARKETING STRATEGY (30 marks)

- a) Who are your China target markets? (4)
- b) Provide an overview of the key features of your China Marketing plan including goals, strategies and outcomes. (6)
- c) How do you know your product/service meets the needs of your Chinese target market? (6)
- d) What are your unique selling points and demonstrate how you communicate these to your Chinese target market? (6)
- e) Describe the innovative marketing strategies you have implemented to encourage new and/or repeat Chinese business and demonstrate the success of these initiatives. (8)

3. CUSTOMER SERVICE & CULTURAL AWARENESS (20 marks)

- a) Describe your customer service philosophy / values for Chinese Visitors. How does this differ to your philosophy for the domestic and other international markets? (4)
- b) Explain how you provide for Chinese visitors with specific needs? (3)
- c) Describe how you measure customer satisfaction of Chinese customers and identify areas for improvement (5)
- d) What processes do you have in place to respond to customer complaints from Chinese customers? (4)
- e) What type of education, training or professional development have your staff undertaken to be able to service the China market to a very high standard? E.g. China Ready training for all staff, nationally accredited qualifications; language training; China famils, trade shows, field trips etc.; staff exchange programs; culinary training etc. (4)

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