



FACET GOLDEN GUIDE AWARD

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.

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.

IMPORTANT NOTES:

- Nominations must be made by a third party (from an accredited business) however the submission can be written by the person nominated. A reference letter will be required
- This submission is limited to **8000 words**
- Submissions are due by **5pm Monday 1 June 2020**
- 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 winner will go on to compete against Australia's other States/Territories for the title of Australia's Top Tour Guide
- Entry Fee: \$190.00

Question 1: Overview of nominee (0 marks)

- a) Provide a brief history of your career in tour guiding, highlighting your outstanding attributes that enhance your guiding.

Tip: With a focus on yourself, discuss how you arrived at your current career as a tour guide. You should briefly highlight your outstanding guiding attributes.

- b) Include a brief description of your current employment/volunteer work.

Tip: Provide a description of your current work as a tour guide and suggest why/why not, this position will be a focus for your application.



Question 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. (10%)

Tip: There are several parts to this question. Make sure you cover all of them.

Provide clear and concise details. The judges of this award may not have experienced your tour, therefore provide enough detail for them to get the picture. You can add images if you wish.

- 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. (20%)

Tip: This question begins to explore your unique and outstanding approach to guiding. Describe your target audiences and explain the key visitor experience you hope to achieve. Share your messages (themes) and stories you use to develop the message and tell us how they combine to create the desired visitor experience.

Objectives are measurable, observable, realistic, clear and specific.

Themes are the take home message of your tour, and should be able to be expressed in just one sentence.

Question 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. (15%)

Tip: There are 2 parts to this question. Both should be answered.

You are encouraged to include both the use of aids and technology as well as creativity in presentation.

Design Innovation (5%)

- Special
- Distinctive
- Memorable

Innovative Presentation techniques (10%)

- Special
- Distinctive
- Memorable



- b) Give examples of how your tour promotes sustainability, with a focus on at least two of: cultural; social; or environmental; approaches. (15%)

Tip: There are 3 parts to this question. Please respond to each part.

Sustainable Tourism takes a triple bottom line approach with an aim to balance economic, social & cultural and environmental needs. Provide a discussion showing how you as a tour guide support this approach. You could look at how you: (5%)

- Support the local economy;
- Involve the local community in your tour;
- Encourage visitors on your tour to be sustainable
- Promote sustainability for yourself and your business/organisation

Provide further details with a focus on two of the following: (5% each)

- Cultural approaches
- Social approaches
- Environmental approaches

Question 3: Evaluation & 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. (10%)

Tip: In terms of feedback, please try to provide specific examples, supported with evidence. Your evaluation may include

- Surveys.
- Observation.
- Customer history.
- Data collection.
- Feedback etc.
- Customer feedback.
- Mystery shoppers/unscheduled check-ups.
- Discussing feedback at regular meetings and actioning.
- Complaint handling procedures.



- b) Discuss the kind of changes / improvements you have made to your tour, as a result of this feedback. (10%)

Tip: This question requires that you provide examples of feedback and indicate the changes/improvements that you made as a direct response to the feedback. If you don't have any written feedback, please be very clear about the feedback that instigated the change.

Remember, every guide will receive criticism at some stage – this question is not interested in the negative feedback, rather your response to it.

- c) How do you identify and provide for people with special needs? (specific needs could include language, physical, intellectual) (10%)

Tip: Part one; how do you recognize what specific needs are required by your customers for example:

- Do you discuss when bookings are made?
- Special request on your web site?

Part two; once you have acknowledged what their specific needs are, how do you go about meeting these needs? For example:

- Designated group's person.
- Multilingual staff.
- Special needs individuals.

Needs include: families/children, business travellers, physical and intellectual disabilities, smokers, dietary requirements, language. *You may find providing examples, a good way to demonstrate your response to special needs.*

Question 4: Improving skills (10 marks)

- a) How do you continue to improve your guiding knowledge and skills? (10%)

Tip: This is a very important question and should be clear and concise. In this question, we are looking for your approach to Tour Guiding career development. It may be in terms of specific training opportunities such as

- In-service training conducted during work schedule.
- Weekly/Monthly training meetings.
- External professional run programs.
- Refresher programs.
- One on One mentoring and development programs.
- In the form of networking and local input.