

## 2010 Canberra and Capital Region Tourism Awards: Category questions

### 6. HERITAGE AND CULTURAL TOURISM

**This category aims to recognise tourism operations that foster a greater understanding of history, heritage and/or culture. Entrants should offer visitors an insight into Australia's history and heritage and its contemporary culture.**

*Important reminders:*

- *Entrants must ensure their answers refer specifically to the product and category they are entering.*
- *Entrants are encouraged to answer questions to highlight participation in tourism-related accreditation programs.*

*Tip for all questions:*

- *Prior to using an acronym, please state phrase or name in full followed by the acronym in brackets.*

*Question Scoring:*

- *The points in brackets reflect what each Question and its subsections are worth.*

#### **Question 1. Product (20 points)**

- Provide a general overview of the nature and history of your business. You must demonstrate your eligibility for entry in this category as outlined in the descriptor above. (6 points)
- Describe your services and/or facilities and the tourism experiences offered. (7 points)
- How do you foster a greater understanding and appreciation of history, culture and/or heritage? (7 points)

*Tips: Part a) Consider stating where you are located geographically (perhaps include a map shot) and including an image to help judges visualise your heritage/cultural business.*

*Part b) You could demonstrate how your business preserves, interprets or celebrates its specific heritage and culture.*

#### **Question 2. Business Plans (20 points)**

- Describe the key features of your business plan for example goals, strategies and outcomes. (8 points)
- Demonstrate your financial viability. If your business has not experienced growth, explain. (4 points)
- Describe the risk issues you have identified for your business and summarise the risk mitigation strategies you have put in place. (4 points)
- Demonstrate your involvement in, and contribution to, the tourism industry. Explain how it contributes to the success of your business and the tourism industry as a whole. (4 points)

*TIPS: Part a) Explain what were you trying to achieve i.e. your business vision, how you went about it and the related outcomes.*

*Part b) would benefit from the inclusion of graphs illustrating income and expenditure and/or net profit/loss for the qualifying period. This could be presented as a percentage or dollar value.*

*To demonstrate if your business is viable you can show:*

- *An increase in average spend*
- *Reduction in loans*
- *Amount of forward bookings compared to previous year*
- *Agents/wholesalers – 3<sup>rd</sup> party referrals*
- *A percentage increase*
- *Visitation numbers (have they increased?)*

*Judges want to see that you've got plans in place (particularly if you're a new business) to ensure the continuity of your business, that you have a pipeline. That could be:*

- *You have a relationship with a local Visitor Information Centre or other sources for referrals*
- *Repeat customers*

*You can also show that you've done research into things like the lifetime value of a customer.*

*Part c) Risk management relates to all parts of your business including risk to the visiting public, specific business related risk and Occupational Health and Safety. Consider using a practical example or detail an incident and outcome to prove how your risk management strategy works. Also consider displaying information in a matrix form and identifying levels of risk.*

*Part d) Demonstrate your involvement at local, state and/or national level. Examples could include cooperation with local and state tourism authorities, tourism accreditation, active membership of industry associations, leadership in industry forums, involvement in tradeshows etc.*

### **Question 3. Marketing (20 points)**

- Who are your target markets and how did you identify them? (6 points)*
- Describe the marketing strategies used to attract each target market and detail the success/outcomes of those strategies. (6 points)*
- What is your distinctive difference and how do you promote it to attract each of your target markets? (4 points)*
- Demonstrate how potential visitors are provided with an accurate and responsible depiction of what to expect from the experience/product. (4 points)*

*TIPS: Consider all arms of marketing (e.g. sales, advertising, public relations, word-of-mouth and e-marketing) where appropriate. Your objective should be to demonstrate a clear plan, supported by market research, and the results achieved.*

*Part a) Explain what research you used to identify them.*

*Part b) Consider displaying your target markets and the strategies and outcomes for each in a table format. Ideally there should be a strategy described for each target market listed in part a).*

*Part d) relates to your marketing material e.g. brochures, flyers, advertising, website etc. and keeping them up to date.*

#### **Question 4. Customer Service and Professional Development (20 points)**

- a) Explain how you achieve and maintain quality customer service throughout your organisation. (8 points)
- b) How do you identify and provide for people with specific needs? (4 points)
- c) State the number of people working in the business and explain how you identify and determine professional development needs. (4 points)
- d) Describe the range of training/skill development programs undertaken. (4 points)

*TIPS: Part a) Consider how you stay abreast of industry developments. Other points to consider could include your repeat business strategy, feedback collection and changes implemented based on feedback.*

*Part b) Specific needs could include language, physical, intellectual, dietary and other special needs e.g. groups, special interest etc.*

*Part c) You should consider fulltime, part-time, casual and volunteers.*

*Part d) Points to consider could include the objective of staff/self training/skill development programs, how they were measured, the extent of uptake and outcomes for the business.*

#### **Question 5. Sustainability and Innovation (20 points)**

- a) Describe and demonstrate your commitment to environmental sustainability. (7 points)
- b) Describe how your business benefits and respects the local community values and culture. (7 points)
- c) Describe any innovations that have taken place during the qualifying period to improve your business and the specific benefits achieved. (6 points)

*TIPS: Part a) Environmental sustainability initiatives could include energy and water conservation, building design and location, waste management, recycling, tree planting, engaging environmentally sensitive procedures and accreditation programs.*

*Part b) Benefits to the local community could include apprenticeships, in-kind contributions, employment of local residents, partnerships with community-based organisations etc. The use of local products and services could include food and*

*beverage suppliers, service providers, tradespeople, and local building material. If local products and services are not available, briefly explain.*

*Part c) Include innovations which have taken place to improve your visitor experience, infrastructure development, new marketing ideas or sales activities. Innovations do not include routine repairs and maintenance.*

**Total score: 100 points.**