



2010 Canberra and Capital Region Tourism Awards: Category questions 15. TOURISM EDUCATION AND TRAINING

This category is open to individual tourism businesses and tourism education and other registered training providers working to raise professional standards within the tourism industry by delivering tourism training, including online.

Important notes:

- *There are two versions of Question 2. Please choose that which is relevant*

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)

- a) Provide a general overview of the nature and history of your education and training operation. You must demonstrate your eligibility for entry in this category as outlined in the descriptor above. (7 points)
- b) Describe the tourism education and training services and/or facilities you offer. (7 points)
- c) What sets you apart from your competitors? (6 points)

TIP: Part a) Consider stating where you are located geographically (perhaps include a map shot) and including a picture to help judges visualise your tourism education and training facility.

Question 2. Business Plans - customised for Government training institutions or Universities (20 points)

- a) Describe the key features of your training business plan for example goals, strategies and outcomes. (6 points)
- b) Demonstrate your adherence to your faculty or departmental budget. If you have not experienced growth, explain why. (4 points)
- c) Describe the risk issues you have identified for your business and the specific risk mitigation strategies you have put in place. (4 points)

d) 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. (6 points)

TIPS: Part a) is aimed at just the tourism/hospitality training section of your organisation not the whole of the University or Government department. Explain what you were 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 – 3rd party referrals*
- *A percentage increase*
- *Student 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. 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 training programs developed specifically for a local industry, in-house training for organisations or leadership on industry forums.

OR

Question 2. Business Plans – customised for individual businesses, or private registered training providers (20 points)

- a) Briefly describe the key features of your business plan for example goals, strategies and outcomes, in particular how it incorporates training outcomes. (6 points)
- b) Demonstrate your financial viability. If your business has not experienced growth, explain why. (4 points)
- c) Describe the risk issues you have identified for your business and the specific risk mitigation strategies you have put in place. (4 points)
- d) 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. (6 points)

TIPS: Part a) is aimed at just the tourism/hospitality training section of your organisation. Explain what you were trying to achieve i.e. your business vision, how you went about it and the related outcomes.

Part b) See tips from government training institutions or universities question.

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 training programs developed specifically for a local industry, in-house training for organisations or leadership on industry forums.

Question 3. Marketing (20 points)

- a) Describe your marketing strategies with reference to providing education and training for the tourism industry. (7 points)
- b) How do you market your education and training services and facilities within the tourism industry and the wider community? (7 points)
- c) Outline the success of your marketing activities for your tourism education and training business. (6 points)

TIP: Consider all arms of marketing (eg 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.

Question 4. Education and Training of your Students and Professional Development of your Staff (20 points)

- a) Describe how your facilities/services meet the needs of tourism students and/or employees. (7 points)
- b) How do you identify and provide for students and/or employees with specific needs? (6 points)
- c) State the number of people working in the business and describe your commitment to the professional development of your own staff i.e. training providers. (7 points)

TIPS: Part b) Specific needs could include language, physical, intellectual, dietary or special interest etc.

Part c) You should consider fulltime, part-time, casual and volunteers. Other 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) Explain how your education and training product reflects the Australian tourism industry's aim to promote environmental sustainability. (5 points)

- b) How does your education and training program involve local communities? (5 points)
- c) How has your program fostered a greater understanding of the benefits of tourism to the wider community? (5 points)
- d) Describe any innovations that have taken place during the qualifying period to improve your business and the specific benefits achieved. (5 points)

TIPS: Part a) Examples could include promoting sustainable tourism, recycling products and materials, appropriate use of images.

Part b) Examples of involving local communities could include liaising with industry to ensure your programs reflect and meet operator/business needs.

Part d) Include innovations that have taken place to improve your student experience, infrastructure development, new marketing ideas or sales activities. Innovations do not include routine repair or maintenance.

Total score: 100 points.
