

## 26. TOURISM EDUCATION & TRAINING

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

### NOTE

This Award is only offered at the Victorian level. Winners in this category will not proceed to the Australian Tourism Awards.

### SCORING

Entrants in this category will be scored from the following source:

- Written submission: 100 marks. The score for each question is highlighted below.
- Site visit: 0 marks. Due to the nature of entrants in this category, the site visit will be for verification purposes only, therefore no points will be awarded.
- Total score: \_\_\_/100 points

### WRITTEN SUBMISSION

- Respond to the following questions using maximum 8,000 words and 25 images. Please note Q1 (COVID-19 & Bushfire Impact) is not included in the word count and it will not contribute to the overall score.
- Submissions are made via the [Australian Tourism Awards portal](#).
- A good answer should include:



### 1. COVID-19 & BUSHFIRE IMPACT (0 marks)

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Provide the judges with an understanding of your business/institution situation resulting from the national and world events (e.g., COVID-19, bushfire) during the qualifying period. Please answer:

1. *Outline how many months of the qualifying period you were fully operational for.*
2. *Describe how COVID-19 and/or the bushfires impacted your business/institution.*
3. *Describe how the COVID-19 business and travel restrictions impacted your business/institution.*

*NOTE: These responses do not contribute to your overall score but provide a clearer picture for judges to understand what you have been able to achieve. This is factual information allowing you to tell your business story in your written submission.*

## 2. INTRODUCTION (25 marks)

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Please provide an overview of the tourism education and training services you offer, including the nature and history of the business/institution. Describe your commitment to tourism excellence and your involvement with the tourism industry.

### Response Guidance

- ❖ *The focus of this question is tourism.*
- ❖ *This is where you set the story of your business/institution and give the judge insight into the education and training services on offer. Take the judge on a journey of your business product/service; describe the customer experience, where and how it began, how you have developed your training services over time.*
- ❖ *This is where the judges (and auditors) will gain an understanding of how you fit into this category. Therefore, it is important to clearly demonstrate your eligibility by aligning with the category criteria to ensure that there is no misunderstanding as to why you have entered this category. Remember, the focus is on tourism.*
- ❖ *Your response should demonstrate why your business/institution should be considered as an award-winning business by highlighting your points of difference and what makes you stand out. Specify amenities, products, services or facilities that enhance customer satisfaction.*
- ❖ *Demonstrate your commitment to tourism excellence by explaining the values and philosophy of your business/institution and how you have been actively involved with and contributed to the tourism industry (locally, regionally and nationally). This could be through both business and personal participation.*
- ❖ *Tourism excellence can also be demonstrated by listing any awards you have won and accreditations you hold.*
- ❖ *Use graphics to support and enhance your response provided. For example, a map of where you are located, images of training classes and of any specific facilities, amenities and services you have highlighted in your response, a collage of the accreditation programs you participate in and/or any award achievements.*

## 3. BUSINESS DEVELOPMENT (25 marks)

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Choose (I) or (II) below:

**(I) For Government training institutions or Universities – 25 marks**

Describe the key features of your training business plan (for example: goals, strategies and outcomes), and demonstrate your adherence to your faculty or departmental budget. What have you implemented or improved during the qualifying period? These can be strategies to improve the training/service offered, or strategies implemented in the wake of COVID-19.

### Response Guidance

- ❖ *This question seeks to understand how you have improved the training/services within the qualifying period. Additionally, or alternatively, it seeks to understand what strategies were implemented for business endurance through a year of challenging national and world events.*

- ❖ *Focus on 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/institution vision, how you went about it and the related outcomes. Consider including marketing, product development, human resources, budget, financial performance and operational matters as part of your answer.*
- ❖ *The response should demonstrate the strategies, innovation and/or development that were introduced or updated during the qualifying year and how this enhances the customer experience, or how it supported business endurance.*
- ❖ *The judges will be looking for an understanding of what prompted the innovation, development, improvement, e.g., was it a result of student feedback, change in market demand, or was the business seeking alternative ways to deliver the training, etc.*
- ❖ *You could also consider what environmental, social, economic and ethical initiatives or achievements were made during the qualifying period.*
- ❖ *An insightful response would include the research and planning that was undertaken as well as the outcome/s of the innovation, development, improvement and how they align with your business' main goals and strategies.*
- ❖ *Use graphics to support and enhance your response provided. For example, graphs illustrating income and expenditure and/or net profit/loss. This could be presented as a percentage or dollar value. An image of any new products or facilities, posters promoting changes that have been implemented.*

**OR**

**(II) For individual businesses, or private registered training providers – 25 marks**

**Describe the key features of your business plan (for example: goals, strategies and outcomes and in particular how it incorporates training outcomes). What have you implemented or improved during the qualifying period? These can be strategies to improve the training/service offered, or strategies implemented in the wake of COVID-19.**

*Response Guidance*

- ❖ *This question seeks to understand how you have improved the training/services within the qualifying period. Additionally, or alternatively, it seeks to understand what strategies were implemented for business endurance through a year of challenging national and world events.*
- ❖ *Focus on just the tourism/hospitality training section of your business.*
- ❖ *Provide few examples of 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.*
- ❖ *Explain what you were trying to achieve, i.e., your business vision, how you went about it and the related outcomes. Consider including marketing, product development, human resources, budget, financial performance and operational matters as part of your answer.*
- ❖ *The response should demonstrate the strategies, innovation and/or development that were introduced or updated during the qualifying year and how this enhances the customer experience, or how it supported business endurance.*

- ❖ *The judges will be looking for an understanding of what prompted the innovation, development, improvement, e.g., was it a result of customers' feedback, change in market demand, or was the business seeking alternative ways to deliver the training, etc.*
- ❖ *You could also consider what environmental, social, economic and ethical initiatives or achievements were made during the qualifying period.*
- ❖ *An insightful response would include the research and planning that was undertaken as well as the outcome/s of the innovation, development, improvement and how they align with your business' main goals and strategies.*
- ❖ *Use graphics to support and enhance your response provided. For example, graphs illustrating income and expenditure and/or net profit/loss. This could be presented as a percentage or dollar value. An image of any new or enhanced products.*

#### 4. MARKETING (25 marks)

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**What marketing strategies did you implement in the qualifying year to attract and meet the needs of your existing or new target customer to support business growth and/or business recovery and resilience. Why were these strategies chosen and what was the result?**

##### *Response Guidance*

- ❖ *This question is looking for a clear understanding of how you are marketing to your target customer.*
- ❖ *You should begin by outlining who you have aimed your marketing towards and demonstrate a clear understanding of this market. Consider for example, who they are, where they are from, what motivates them, what they are looking for, and how your product meets their needs and expectations.*
- ❖ *Identify how the target customer/s are right for your business/institution. What research have you conducted or used to determine your target customer?*
- ❖ *You should then provide a clear overview of the innovative approaches you have taken to marketing and what you have done differently to attract your customers within the qualifying period. Consider for example, social media, digital or interactive advertising, apps, product packaging, tactical or paid advertising campaigns, relationship marketing.*
- ❖ *Ensure you outline why these marketing strategies were selected by aligning with your target customers attribute as well as where able, local, regional or state marketing plans.*
- ❖ *It is important that the judge understands whether the strategies were developed for business endurance, or whether the strategies were adopted to keep connected to your target customer whilst normal business operations were unable to take place.*
- ❖ *Detail how these new, different, unique marketing activities have been successful. You should consider metrics to measure the outcomes and consider media coverage, social media engagement, increased web traffic, increased registrations etc.*
- ❖ *Use graphics to support and enhance your response. For example, images of marketing placement (social media screen shots, website, advertisements).*

#### 5. CUSTOMER EXPERIENCE (25 marks)

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**How do you provide quality customer experience and demonstrate inclusive practices? 20 marks**

### Response Guidance

- ❖ *This question requires you to outline the practices you have put in place to ensure the delivery of high-quality customer service throughout the student/customer journey.*
- ❖ *For those businesses that had significant disruption during the qualifying period, you should consider how you provided quality customer experiences in the alternatives ways in which you operated, e.g., communicated to students/customers of changing restrictions, how you stayed connected with them, etc.*
- ❖ *Consider all points of customer engagement, e.g., email, phone, student greetings, welcome and interaction during and after the training.*
- ❖ *Outline how you are committed to quality customer service throughout all areas of the business/institution. This could include staff training, service principles and policies, staff reward systems etc.*
- ❖ *Describe how your business/institution monitors and assesses customer service to ensure continued quality delivery and that you are meeting the needs of your customer. For example: feedback forms, monitoring social media, blogs etc.*
- ❖ *Consider how you actively encourage feedback and how feedback is used to improve the student/customer experience. It may be useful to provide a case study/example where you have implemented a change based on customer feedback and/or testimonials which further demonstrate outcomes of quality customer experiences.*
- ❖ *As a part of your delivery of quality customer experience, you also need to demonstrate how you consider students'/customers' special and specific needs and recognises the needs of a diverse community. This can include, but is not limited, to cultural, language, physical, intellectual, dietary and other specific needs, e.g., groups, special interest, LGBTQ etc.*
- ❖ *Provide examples of how you catered for students with specific needs, explain the outcome or successes. A case study would be beneficial here.*
- ❖ *Use graphics to support and enhance your response. For example: staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.*