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24. NEW TOURISM BUSINESS

This category recognises new tourism businesses that have commenced trading, visitation or service delivery during the qualifying period. This award recognises excellence in the planning and development of new tourism infrastructure and/or services. Tourism businesses that have commenced a new product or opened new infrastructure need to enter another category most applicable to the business.

*Maximum word count: 10,000 words
Maximum images: 25*

1. Introduction (15 marks)

A. Please provide an overview your tourism products, experiences and services. 15 marks

Response Guidance

- This is where you set the story of your product/experience/service and give the judge insight into the product/experience/service on offer. Take the judge on a journey of your business product/service; describe the visitor experience, where/how it began.*
- Your response should demonstrate why your business should be considered as an award-winning tourism business by highlighting your points of difference/what makes you different/special. Specify amenities, products, services or facilities that enhance visitor satisfaction.*
- This is where the judges (and auditors) will gain an understanding of how you fit into the 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.*
- Use graphics to support and enhance your response provided. For example, a map of where you are located, images of the product/service and any specific facilities/amenities/services you have highlighted in your response.*

2. Business development and marketing (30 marks)

A. Describe the rationale behind the development of this new business. (10 marks)

Response Guidance

- Provide judges with an understanding of why you developed the business and how the development/creation of this business supports the growth and development of the local, regional and state tourism industry.*
- A succinct response will include what research was used determine the feasibility for this development. You should consider all types of research undertaken, for example surveys, interviews, case studies, data collection/analysis.*
- The judges are looking for a well-considered concept that can clearly demonstrate that appropriate planning and research was undertaken to meet the needs to the industry and visitors.*
- Use graphics to support and enhance your response provided.*

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B. What innovative strategies and plans have you put in place to enable you to achieve business growth, and what outcomes have been achieved to date? (10 marks)

Response Guidance

- The judges are seeking to further understand the planning process of the development of the product/experience/service. In the previous question you will have outlined the planning and rationale in the development of the concept, this question now seeks to understand the strategies developed to achieve success now that the product/experience/service is operational.*
- For each strategy/plan outlined, you should detail the research, planning, implementation and specific outcomes that have been achieved to date.*
- Use graphics to support and enhance your response. For example, a chart which visualises any data provided with the question response.*

C. Describe the main risks in establishing your new tourism business and the risk mitigation measures you implemented to mitigate or minimise these. (10)

Response Guidance

- The judge is looking for thorough consideration made to the risks associated in opening a new tourism business.*
- You should clearly outline the risks identified and for each, the strategies that were put in place to reduce the risk and, where able, detail the outcome of these.*
- Consider all aspects of business risk including start up risks. However, the focus is not on risk obligations e.g. workplace health and safety, rather how the business considered the risks associated with the development of a new business.*
- Use graphics to support and enhance your response provided.*

3. Marketing (10 marks)

A. Describe the marketing strategies used to differentiate your tourism business and attract your target markets since your commencement date. Why were these strategies chosen and what was the result? 10 marks

Response Guidance

- This question is looking for a clear understanding of how you are marketing to your target market. 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, how old they are, how they purchase travel, what motivates and inspires them and how your product meets their expectations. Identify how the target market/s are right for your business.*
- 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 since your commencement date. 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 markets attributes as well as local, regional or state marketing plans.*
- 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 bookings etc.*

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Use graphics to support and enhance your response. For example, images of marketing placement (social media screen shots, website, advertisements).

4. Customer Experience (20 marks)

A. How do you provide quality visitor experiences 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 of customer service throughout the visitor experience journey.

Outline how you are committed to quality customer service throughout all areas of the business. This could include staff training, service principles and policies, staff reward systems etc.

Consider all points of customer engagement e.g. email, phone, guest greetings/welcome and interaction during and after the experience.

Once you have provided an overview of how customer service is delivered you should consider how your business monitors and assesses customer service to ensure continued quality delivery. For example; feedback forms, monitoring social media, blogs, mystery shoppers etc.

Consider how you actively encourage feedback and how feedback is used to improve the visitor 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 visitor experiences you need to demonstrate how you consider visitors' 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 customers 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.

5. Responsible Tourism (20 marks)

A. How have you considered and progressed your environmental, social, economic and ethical responsibilities during the qualifying period? 20 marks

Response Guidance

This question requires you to outline how you have considered and taken action on reducing or improving (whichever applied) your overall impact within the four areas.

You should break this question into the four parts, and consider using a table to assist in your answer.

- *Environmental*

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- *Consider the following:*
 - *How have you considered your environmental impact*
 - *What have you has done to be environmentally responsible*
- *Some examples of how you demonstrate environmental responsibility are:*
 - *Water conservation, waste management/reduction/recycling, fuel and energy reduction, carbon reduction/offset, reuse initiatives in place.*
- *Social*
 - *Outline how you have considered the impact of your business on local people and business*
 - *Your response should consider non-monetary examples*
 - *Some examples of how you demonstrate social responsibility are;*
 - *supporting local businesses, product packaging, charitable donations, sponsorship, engagement with community groups*
 - *Employing locals and the impact their employment has had on the person, mentoring other businesses, speaking at schools*
 - *Work experience opportunities that are offered*
 - *Offering gifts for the school raffle that allowed the school to raise money for an item they wouldn't have otherwise been able to afford*
- *Economic*
 - *Detail how you support the local economy*
 - *Some examples of how you demonstrate economic responsibility are*
 - *local purchasing, % of employment of local people.*
 - *Operators who stock and sell a local artisan's products, or stock local produce in minibars/hampers/outlets and how the business has boomed because of it for the manufacturer/producer (or something similar)*
 - *Waiving conference room fees for local not-for-profit groups to give them somewhere to meet which allows the group to keep going*
 - *You should determine the percentage of total contribution. E.g. '75% of all our expenses were spent in X region.'*
- *Ethical*
 - *Outline how you have has considered your ethical responsibilities*
 - *Some examples of how you demonstrate ethical responsibility are;*
 - *The engagement and representation of Aboriginal and Torres Strait Islander people*
 - *Cultural or historical representation*
 - *Animal welfare etc.*

Use graphics to support and enhance your response.

Submission score /95

Online review /5