



## CATEGORY - 05 - AIRLINES CONTRIBUTION TO TOURISM

### A) Charter Airline Operator of the Year

This category is open to Airlines promoting Sri Lanka on charter based and facilities that enhance the visitor experience and integrate with other tourism products. Entry is open to prime charter Airlines.

#### Q1. 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.
- Describe your services and/or facilities.
- How do your services and/or facilities contribute to, and enhance, the tourism experience in your country?

**TIPS:**

- Any route expansions to promote Sri Lanka.
- What other value -added services or facilities you offer.

#### Q2. BUSINESS PLANS (20 POINTS)

- Describe the key features of your business plan for example goals, strategies and outcomes.
- Demonstrate your financial viability. If your business has not experienced growth, explain.
- 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.

**TIPS:**

Part (a)

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 LKR value.

- An increase in average income.
- Reduction in loans
- Passenger numbers and percentage of increase judges want to see that you have plans in place to ensure the continuity of your business, that you have a pipeline. That could be:
  - You have a relationship with a respective country 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 passengers. Specific business related risk and Occupational Health and Safety. Consider using a practical example or detail an incident and out come 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 and/or national level. Examples could include cooperation with national and provincial tourism authorities, tourism accreditation, active membership of industry associations, leadership in industry forums, involvement in tradeshows etc.

### **Q3. MARKETING (20 POINTS)**

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

#### **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. Branding and Communication strategy. Single out the best destination promotional campaign.

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 (c)

Relates to your marketing material e.g. brochures, flyers, advertising, website etc. and keeping them up to date.

Part (d)

Volume of passenger you handle for the year under review.



#### **Q4. CUSTOMER SERVICE AND PROFESSIONAL DEVELOPMENT (20 POINTS)**

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

#### **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.

List the services that your airline offers to customers to exceed their expectations.  
(Differentiation strategy)

##### 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 full-time, 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. Capacity building, training career path etc.,

#### **Q5. SUSTAINABILITY AND INNOVATION (20 POINTS)**

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

#### **TIPS:**

##### Part (a)

This could include energy and water conservation, building design and location, waste management, recycling, tree planting, engaging environmentally sensitive procedures and accreditation programs. National and international Awards and certifications received during last



two years - IATA rating, service excellence.

Part (b)

Benefits to the local community could include apprenticeships, in-kind contributions, employment of local residents, partnerships with community-based organizations etc. The use of local products and services could include food and beverage suppliers, service providers, trades people, and local building material. If local products and services are not available, briefly explain. Retailers should demonstrate how they are sensitive to and interpret the local culture to enhance the visitor experience.

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).  
Destination marketing in innovative manner.

Total score: 100 points.