



## CATEGORY - 11 - EXCELLENCE IN SERVICE

### **B) Chauffeur Tourist Guide Lecturer**

This Award is to recognize and reward individual excellence in tour guiding and raise the profile of this important profession. The category recognizes the significant contribution to quality tour guiding, providing memorable experiences to visitors through interpreting the nature, wildlife, biodiversity and bird watching in a responsible manner.

It is designed to encourage individual Chauffeur tour guides to create and deliver innovative, accurate, authentic and inspiring tours that will enhance tourism product and enrich the visitor experience.

Eligibility includes Chauffeur tour guides working in the natural, environments, in either a paid or volunteer capacity.

#### **IMPORTANT NOTES:**

- Submission will be accepted from Chauffeur tour guides operating in the private and public sectors in either paid or volunteer capacity.
- Tour guides who work on multiple tours should preferably focus on one tour, but can provide examples from other tours in addressing the following criteria.

If the nomination is from an association, the Nomination form must be submitted along with this duly completed application (such applications, up to the stipulated limit, would have their application fees waived off)

#### **Q1 OVER VIEW OF THE NOMINEE (20POINTS)**

Describe a recent guiding experience detailing the objectives, theme, message, stories and target audience and the experience generated for the visitor and identify the type of tour, size of group, location, duration, frequency and involvement of others.

#### **Q2 TOUR DELIVERY OF NOMINEE (10 POINTS)**

Describe how you plan and deliver a socially and environmentally sustainable and responsible guided tour.

#### **Q3 EXAMPLES OF INNOVATION (15 POINS)**

What innovation in design and presentation techniques do you use to create special distinctive and memorable experience for clients?



**Q4 EXAMPLES OF CUSTOMER SERVICE  
(35 POINTS)**

Explain how you evaluate and ensure a standard of quality in your customer service. Provide evidence of customer satisfaction (e.g. letters of appreciation, visitor book, comments, surveys etc.)  
How do you identify and provide for people with special needs? (Specific needs could include language physical, intellectual and other special needs)  
Explain most challenging task, way of resolution as a success story.

**Q5 ANY COMMANDABLE AWARDS AND CERTIFICATION RECEIVED DURING LAST 3 YEARS  
(05POINTS)**

Should submit coppice of awards and certifications received by National or International levels.

**Q6 ARE A MEMBER OF ANY TOURISM RELATED ASSOCIATION  
(15 POINTS)**

Membership category with documental proof..

Total Score: 100 Points

NOTE: In addition to the written submission, the shortlisted five candidates would be required to perform/ demonstrate the relevant content in his/her written submission to the proof of judge.

- The applicant must be a holder of a valid and current Chauffeur Tourist Guide Lecturer license (Temporary license holders would not be considered).
- More weight to be given to the authenticity of Evidence of Customer satisfaction.