



## CATEGORY – 02 – TOURIST ACCOMMODATION – HOME STAY CATEGORY

### **B-2) HOME STAY CATEGORY (b-2-1) Home Stay Units**

This category is open to supplementary accommodation units **Home Stay Units** and registered and licensed with SLTDA as a home stay unit.

#### **Q1. PRODUCT (20 POINTS)**

- a) Provide a general overview of the nature and history of your accommodation units. You must demonstrate your eligibility for entry in this category as outlined in the descriptor above.
- b) What services and/or facilities do you offer to enhance the tourism experience of your guests?

#### **TIPS**

##### Part (a)

Consider stating where you are located geographically (perhaps include a map shot) and include a pictures to help judges visualize your hosted accommodation.

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

- a) Describe the key features of your business plan, for example goals, strategies and outcomes.
- b) Describe the risk issues you have identified for your business and summarize the risk mitigation strategies you have put in place.
- c) Demonstrate your involvement 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.

##### Part (c)

Risk management relates to all parts of your business including risk to the residence guest 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.

##### Part (d)

Demonstrate your involvement at local, state and/or national level. Examples could include



cooperation with local and state tourism authorities, tourism accreditation, active membership of industry associations, leadership in industry forums, involvement in tradeshow 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 each of your target markets?

#### **TIPS**

Part (b)

Consider all arms of marketing (e.g. sales, advertising, public relations, word of mouth and e-marketing) where appropriate.

Part (d)

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

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

- a) Explain how you achieve and maintain quality customer service throughout your establishment.
- 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.

#### **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.

Part (b)

Specific needs could include language, physical, intellectual, dietary and other special needs e.g. groups, special interest 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.

#### 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.

#### Part (c)

- Include innovations that have taken place to improve your visitor experience, infrastructure development, new marketing ideas or sales activities. Innovations do not include routine repairs and maintenance.

Total score: 100 points.