



CATEGORY - 02 - TOURIST ACCOMMODATION

B) Nature, Eco & Wildlife (b-3-1) Large Accommodation Unit

This category is open to **any accommodation provider**, aliening to the nature or Eco friendly environment. The accommodation units in wildlife park or it' envious is also considered in the above category. The most important fact is preserving and conserving the sustainability of the natural environment.

Important reminders:

- Applicants must ensure their answers refer specifically to the product and category they are entering.
- Applicants are encouraged to answer questions to highlight participation in tourism-related accreditation programs.

Q1. PRODUCT (30 POINS)

- a) 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.
- b) Describe your services and/or facilities.
- c) What nature, eco or wildlife experiences do you offer?

Q2. BUSINESS PLANS (15 POINTS)

- a) Describe the key features of your business plan for example goals, strategies and outcomes.
- b) Demonstrate your financial viability. If your business has not experienced growth, explain.
- c) Describe the risk issues you have identified for your business and summaries the risk mitigation strategies you have put in place.
- d) What policies do you have in place for managing and maintaining your business. This must include how you ensure your permanent or temporary accommodation units meet the minimum safety & Hygiene standards.
- e) 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)

Risk management relates to all parts of your business including risk to the 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. Also consider displaying information in a matrix form and identifying levels of risk.

Part (c)

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 (15 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 clients are provided with an accurate and responsible depiction of what to expect from the experience/product.

TIPS

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 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)

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

Part (b)

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.

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 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.

Total score: 100 points.

NOTE: Applicants, if short listed are required to make a power point presentation to a panel of judges.