



## **CATEGORY - 02 - TOURIST ACCOMMODATION**

### **D) Adventure Tourism**

#### ***(d-2) Emerging Tourism Services***

This category recognizes Outdoor Adventure; tourism experiences that involve visitor participation and a personal challenges may include but not limited to Rock Climbing and Abseiling, Mountain Climbing and Trekking, Mountain Biking, Ballooning, Whale and Dolphin watching, Snorkeling and Deep Sea Diving, Para and Wind Sailing, Water and Jet Skiing, Motor Cross and Motor Rallying, Cycling, Para Gliding, Amazing Races, Iron Man or any other activities,

#### **1 TOURISM EXCELLENCE (20 marks)**

What Emerging tourism products, experiences and services do you offer visitors? Demonstrate your eligibility for this category as related to the descriptors above and provide a brief overview on the nature and history of the business.

- a) Describe your commitment to Product and Service Excellence in this space. Explain your values, philosophy and commitment to excellence and what makes you stand out. This may include but not be limited to accreditation and recognition in award programs locally or internationally . What is the percentage of Domestic vs International Tourist that consume your Products and Services and the regional presence and spread of these products and services (10}
- b) Describe your organizational commitment to Health and Safety Standards both for customers and employees established in the planning and executing these Products and Services (10)

#### **2 BUSINESS PLANNING (20 marks)**

- a) Provide an overview of the key features of your Long, Mid and Short Term business plans including goals, strategies and outcomes. (6)
- b) Describe how you innovate and improve your adventure tourism business, products and services and demonstrate how these innovations enhance your customers emerging adventure tourism experiences (6)



- c) What investments have been made in staff training and development and how has this improved the services provided to your guests/visitors? (4)
- d) Describe the main risks associated with the delivery of your adventure tourism products/services/experiences and the risk mitigation measures you have implemented.

### **3      MARKETING and Competitive Strategies ( 20 marks)**

- a) Who are your target markets? What research have you conducted or used to determine your target markets? How have you segmented your target markets?( 4)
- b) How do you know your product/service meets the needs of your target markets? (3)
- c) What makes you different from your competitors? Consider for example; location, product, service, facilities, safety and exclusivity etc., (3)
- d)What are your unique selling points and demonstrate how you communicate these to your target markets? (4)
- e)What methods do you use to communicate these to the target markets you have mentioned. What have you done differently to attract your customers? Consider for example; social media, digital advertising, apps and the use of traditional media and channels? (3)
- f) Describe the innovative marketing strategies you have implemented to encourage new and/or repeat business and demonstrate the success of these initiatives. (3)

### **4.      CUSTOMER SERVICE ( 20 Marks)**

- a) Describe your customer service philosophy/values. (5)
- b) Explain how you provide for guests/visitors with specific needs. (5)
- c) Describe how you measure customer satisfaction and identify areas for improvement.
- d) What processes do you have in place to respond to customer complaints? (5)

### **5      SUSTAINABILITY (20 marks)**

- a) Demonstrate how your business contributes to the local economy. Explain how your business financially contributes to the local economy in your region. For example; local purchasing, employing locals etc. (6)



- b) Demonstrate how your business engages with and benefits the local community  
Consider the social benefits you provide to your local community for example; supporting local businesses, product packaging, charitable donations, sponsorship, engagement with community groups,. (7)
  
- c) Describe how your business cares for the local environment Explain your commitment to environmental sustainability and detail the activities you conduct in relation to conserving and water, waste management and management .(6)

**Total score: 100 points.**