



CATEGORY - 03 - TOURIST RESTAURANTS

A) *Best Themed Cuisine Restaurant*

This category is open to restaurants with a theme, offering experience and/or service of theme cuisine. It is not a food award but does recognize a significant contribution to tourism through the provision of food and beverage service. Entry is open to theme restaurant in hotels or stand-alone theme restaurants.

Q1. PRODUCT (20 POINTS)

- a) Provide a general overview of the nature and history of your tourism restaurant or catering service. You must demonstrate your eligibility for entry in this category as outlined in the descriptor above.
- b) Describe your services and facilities.
- c) Explain how you enhance the tourism experience for visitors to your region.

TIPS

Part (a)

Consider stating where you are located geographically (perhaps include a map shot) and including a picture to help judges visualize your tourism restaurant or catering service.

Part (c)

Provide details of your menus and services and explain how it would enhance the tourism experience.

Q2. BUSINESS PLANS (20 POINTS)

- a) Describe the key features of your business plan for example goals, strategies and outcomes.
- b) Demonstrate your financial viability.
- c) 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 (d)

Demonstrate your involvement at local, state and/or national level. Examples could include integrated packages including local products that encourage greater visitation in your area, involvement in local festivals and events, cooperation with local and state 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 each of your target markets?

TIPS

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

Part (b)

Consider displaying your target markets and the strategies and outcomes for each in a table format.

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 the restaurant.
- 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.

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.



Q5. SUSTAINABILITY AND INNOVATION (20 POINTS)

- a) Describe and demonstrate your commitment to environmental sustainability.
- b) Describe how your business benefits and respects 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.