



CATEGORY -04-TRAVEL & TOURISM OPERATOR

B - Destination Loyal Partner (Foreign Tour Operator)

This award is open to foreign principals of local agent handling inbound tourists and servicing the Tourism Industry under the following category:

Eligibility

A) Product profile (30)

- a) Submit a general overview of the nature and history of your organization.
- b) Describe the components of your operations.
- c) Submit the organizational structure, probably in chart form.
- d) Submit the promotional materials (Web sites, CD, brochures, leaflets etc.)
- e) Number of passengers generated under the specific segment market with the revenue.

Based on the submissions applicants are required to make a power point presentation to the panel covering on following;

B) Business plan (15)

Vision and mission Strategies, Goals, financial viability.

C) Marketing plan (15)

Strategies, target markets, Promotional activities, below and above the line marketing.

D) General performances (20)

Specify segment of clientele average, selling price, comparative performance chart.

E) Customer care and Human Resource development (10)

Customer care, Feedback evaluation, Human resource development of staff.

F) Sustainability (10)

Specify Commitment to environmental protection, benefits to the community, CSR, etc.

Total 100 Points.