



Yorke Peninsula Tourism Awards 2016

3. CULTURAL TOURISM

This category recognises tourism operations that foster a greater understanding and appreciation of authentic culture, history, heritage and/or the arts.

Important notes:

- *Entrants must ensure their answers refer specifically to the product and category they are entering.*
- *Entrants are encouraged to answer questions to highlight participation in tourism-related accreditation programs.*
- *Consider across all questions innovations that have taken place to improve your visitor experience, infrastructure development, new marketing ideas or sales activities. Innovations do not include routine maintenance and repairs.*
- *The numbers after each sub-question refer to the judges' weighting.*

Tip for all questions:

- *Prior to using an acronym, please state phrase or name in full, followed by the acronym in brackets.*

Question 1. Tourism Excellence (20 points)

- a) Demonstrate your eligibility for this category as related to the descriptor above and provide a brief overview on the nature and history of the business.(10)
- b) What cultural tourism products and services do you offer? (10)

TIPS:

Part a) Take care to ensure you have entered the right category and that your response aligns to the category descriptor. Failure to demonstrate your eligibility will be reflected in your score. Refer to the ABOUT US section of your website as this may assist with this response. Judges will want to know how and when the business started, who works in the business, where it is located and how it has developed over the years. A map will be helpful here.

Part b) The focus of this question is cultural tourism activities

Question 2. Business Planning (20 points)

- a) Provide an overview of the key features of your business plan including goals, strategies and outcomes and demonstrate how they link with the principles of cultural tourism. (10)

- b) Describe any innovations that have taken place during the qualifying period to improve your cultural tourism business and demonstrate how these innovations enhance your cultural tourism experiences/services. (10)

TIPS:

Part a) Introduce this section with your mission and/or vision statement. A 3-column table would be useful here to display the information. Make sure you use measurable goals and outcomes. Focus on goals related to cultural tourism principles and initiatives

Part b) This is a 2-part question. An innovation can be defined as “The process of introducing new or significantly improved goods or services and/or implementing new or significantly improved processes.” (Source: Australian Bureau of Statistics). Be sure to include the impact the innovation had on your business.

Question 3. Marketing (20 points)

- a) Who are your target markets? (8)
b) Describe the innovative marketing strategies you have implemented to encourage new and/or repeat business and demonstrate the success of these initiatives. (12)

TIPS:

Part a) This question seeks to understand who you have aimed your marketing towards. Consider for example; who they are, where they are from, how old they are, how they purchase travel, what motivates and inspires them and how your product meets their expectations.

Part B) d) What have you done differently to attract your customers? Consider for example; social media, digital advertising, apps. The response needs to focus on innovative approaches to marketing your cultural tourism product/experience. Remember to also answer the second part of the question and expand on how these new activities have been successful.

Question 4. Customer Service (20 points)

- a) Describe how you measure customer satisfaction and identify areas for improvement.(10)
b) What processes do you have in place to respond to customer complaints? (10)

TIPS:

Part a) What processes do you have in place to understand how your customer feels about your product service? For example; feedback forms, monitoring social media, blogs, mystery shoppers etc. Consider providing a case study/example where you have implemented a change based on customer feedback.

Part b) Consider how you receive feedback for example telephone, email or User Generated Content such as blogs and TripAdvisor. Explain how you respond to each of these different communication channels.

Question 5. Sustainability (20 points)

- a) Demonstrate how your business contributes to the local economy. (9)
- b) Describe how your business preserves and protects the local environment. (11)

TIPS:

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

Part b) Explain your commitment to environmental sustainability and detail the activities you conduct in relation to conserving cultural assets and measuring water, waste management and energy

Total score: 100 points. Site Inspection: 0 points.

There is no site inspection or visitation for this category.