



CATEGORY 24 – NEW TOURISM BUSINESS

This category recognises new tourism businesses that have commenced trading, visitation or service delivery during the qualifying period. This award recognises excellence in the planning and development of new tourism infrastructure and/or services. Tourism businesses that have commenced a new product or opened new infrastructure need to enter another category most applicable to the business.

Question 1 TOURISM EXCELLENCE (20 marks)

- a) Demonstrate your eligibility for this category as related to the descriptor above and provide a brief overview on the nature of the new tourism business. (6)
- b) What tourism products, experiences and services do you offer? (6)
- c) Describe your commitment to tourism excellence. (5)
- d) Describe your involvement in the tourism industry. (3)

Question 2 BUSINESS PLANNING (20 marks)

- a) Explain the rationale and the philosophies behind its development. How did you determine what was required? (2)
- b) Provide an overview of the goals for the development of your new business and include key features of your business plan. (4)
- c) Describe the innovative approaches to product development and design you implemented in your new tourism business. How has this innovative design enhanced your tourism experiences/services? (5)
- d) What investment has been made in staff training and development and how has this ensured high quality service delivery to your customers? (4)
- e) Describe the main risks in establishing your new tourism business and the risk mitigation measures you implemented. (5)

Question 3 MARKETING (20 marks)

- a) Who are your target markets? (4)
- b) How do you know your product/service meets the needs of your target markets? (4)
- c) What are your unique selling points and demonstrate how you communicate these to your target markets? (6)
- d) Describe the innovative marketing strategies you have implemented to encourage new business and demonstrate the success of these initiatives. (6)



Question 4 CUSTOMER SERVICE (20 marks)

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

Question 5 SUSTAINABILITY (20 marks)

- a) Demonstrate how your business contributes to the local economy. (6)
- b) Demonstrate how your business engages with and benefits the local community. (7)
- c) Describe how your business cares for the local environment. (7)

TOTAL SCORE: ____/100

Please note: You will be sent a Category Toolkit when you nominate to assist you with preparation of your submission. If you don't receive one please request one via email at jwood@tourismcouncilwa.com.au