



CATEGORY 5 - ECOTOURISM

This category recognises ecologically sustainable tourism with a primary focus on experiencing natural areas that foster environmental and cultural understanding, appreciation and conservation.

Important note:

- The numbers after each sub-question refer to the judges' weighting

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 and history of the business. (6)
- b) What ecotourism products, experiences and services do you offer guests/visitors? (7)
- c) Describe how your business demonstrates excellence in ecotourism and exceeded industry standards for sustainability through the implementation of innovative practices and technologies. (7)

Question 2 BUSINESS PLANNING (20 marks)

- 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 ecologically sustainable tourism. (6)
- b) Describe any innovations that have taken place during the qualifying period to improve your experience or business and demonstrate how these innovations enhance your ecotourism offering. (6)
- c) What investment has been made in staff training and development and how has this improved the ecotourism services provided to your guests/visitors? (4)
- d) Describe the main environmental, cultural and conservation risks for your tourism business and the risk mitigation measures you have implemented. (4)



Question 3 MARKETING (20 marks)

- a) Who are the target markets for your ecotourism product? (4)
- b) How do you know your ecotourism product/service meets the needs of your target markets? (4)
- c) Describe how your business is competitively positioned in the marketplace through your ecotourism and sustainability philosophy and the methods you use to communicate this with your guests/visitors. (6)
- d) Describe the innovative marketing strategies you have used to differentiate your ecotourism business and attract your target markets? Describe how sustainability is embedded into these strategies 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 guests/visitors 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) Describe and provide evidence of positive commercial outcomes for your business and the local community as a result of the implementation of sustainability principles in your business operations. (6)
- b) Demonstrate how your ecotourism business respects and involves the local community and fosters a greater understanding of conservation. (7)
- c) What major initiatives have you introduced to reduce your environmental footprint? Provide quantitative information and evidence for these initiatives. (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