



CATEGORY 6 – CULTURAL TOURISM

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

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 cultural tourism products and services do you offer? (6)
- c) Describe your commitment to tourism excellence by demonstrating how your business preserves, interprets or celebrates its specific culture, history, heritage and/or art. (5)
- d) Describe your involvement in the tourism industry. (3)

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 cultural tourism. (6)
- 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. (6)
- c) What investment has been made in staff training and development and how has this improved the services provided to your guests/visitors? (4)
- d) Describe the main preservation, conservation, community and stakeholder risks for your cultural tourism business and how you mitigate the negative impacts of tourism on the cultural environment. (4)

3 MARKETING (20 marks)

- a) Who are your target markets? (4)
- b) How do you know your cultural tourism product/service meets the needs of your target markets? (4)
- c) Describe how your business is competitively positioned in the marketplace through your cultural tourism positioning and the methods you use to communicate this with your guests/visitors. (6)
- d) Describe the innovative marketing strategies you have implemented to encourage new and/or repeat business and demonstrate the success of these initiatives. (6)



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)

5 SUSTAINABILITY (20 marks)

- a) Demonstrate how your business contributes to the local economy. (6)
- b) Describe your involvement in partnering with your host community and any external organisations in relation to your cultural tourism initiatives. (7)
- c) Describe how your business preserves and protects 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