



FACET GOLDEN GUIDE AWARD

This category recognises the significant contribution quality tour guides make by providing memorable experiences to visitors through interpretation of the natural and cultural environment in a responsible manner.

Eligibility includes tour guides and coach captains working in the natural, cultural and heritage environments in either a paid or volunteer capacity. Tour guides who work on multiple tours should preferably focus on one tour but can provide examples from other tours in addressing the following criteria.

IMPORTANT NOTES

- **Nominations are accepted from any party except the nominee** however the submission can be written by the person nominated. A reference letter is required as part of the nomination process.
- The nominee must be an employee of a Tourism Council WA member.
- There is a nomination fee of \$95 to enter this category.
- The submission, to be submitted through the online program, has a limit of 8,000 words. Up to ten images can be included.
- Submissions are due by **5pm Tuesday, 3 May 2022**.
- The winner will proceed to the National Top Tour Guide Award category, with the winner to be announced at a national event.
- Finalists will be required to attend a 30-minute interview in Perth or via phone for finalists in regional areas.
- The winner will be announced at the 2022 Perth Airport WA Tourism Conference Dinner in Perth on Wednesday, 22 June 2022. Nominees will be eligible for a 50 per cent discount on full Conference registrations.
- The winner will receive two tickets to the 2022 Perth Airport WA Tourism Awards Gala Dinner and will be recognised at the event.

Question 1. Overview of nominee (0 marks)

- a) Provide a brief history of your career in tour guiding, highlighting your outstanding attributes that enhance your guiding.

Tip: With a focus on yourself, discuss how you arrived at your current career as a tour guide. You should briefly highlight your outstanding guiding attributes.

- b) Include a brief description of your current employment/volunteer work.

Tip: Provide a description of your current work as a tour guide and suggest why or why not this position will be a focus for your application.



Question 2. Tour plan of nominee (30 marks)

With reference to a recent tour you have developed and delivered:

- a) Give details about the tour. Include information such as: type of tour, group size, location, duration, frequency, and the involvement of other people. (10%)

Tip: There are several parts to this question. Make sure you cover all of them.

Provide clear and concise details. The judges of this award may not have experienced your tour, therefore provide enough detail for them to get the picture. You can add images if you wish.

- b) Give details of the objectives of the tour. What is the target audience and what messages and stories do you use to create the visitor experience? (20%)

Tip: This question begins to explore your unique and outstanding approach to guiding. Describe your target audiences and explain the key visitor experience you hope to achieve. Share your messages (themes) and stories you use to develop the message and explain how they combine to create the desired visitor experience.

Note: Objectives are measurable, observable, realistic, clear, and specific. Themes are the take home message of your tour and should be able to be expressed in just one sentence.

Question 3. Tour delivery of nominee (30 marks)

- a) Give details of any innovations in design and presentation techniques that you use to create a special, distinctive, and memorable experience for clients. (15%)

Tip: There are two parts to this question. Both should be answered.

You are encouraged to include both the use of aids and technology as well as creativity in presentation.

Design Innovation (5%)

- Special
- Distinctive
- Memorable

Innovative Presentation techniques (10%)

- Special
- Distinctive
- Memorable



- b) Give examples of how your tour promotes sustainability, with a focus on at least two of: cultural, social, or environmental approaches. (15%)

Tip: There are three parts to this question. Please respond to each part.

Sustainable tourism takes a triple bottom line approach with an aim to balance economic, social, and cultural and environmental needs. Provide a discussion showing how you as a tour guide support this approach. You could look at how you: (5%)

- Support the local economy
- Involve the local community in your tour
- Encourage visitors on your tour to be sustainable
- Promote sustainability for yourself and your business/organisation

Provide further details with a focus on two of the following: (5% each)

- Cultural approaches
- Social approaches
- Environmental approaches

Question 4. Evaluation & Customer Service (30 marks)

- a) Explain how you evaluate and ensure a standard of quality in your customer service. Provide evidence of customer satisfaction e.g. letters of appreciation, visitor book comments, surveys etc. (10%)

Tip: In terms of feedback, please provide specific examples, supported with evidence. Your evaluation may include:

- Surveys
- Observation
- Customer history
- Data collection
- Customer feedback
- Mystery shoppers/unscheduled check-ups
- Discussing feedback at regular meetings and actioning
- Complaint handling procedures



- b) Discuss the kind of changes/improvements you have made to your tour as a result of this feedback. (10%)

Tip: This question requires that you provide examples of feedback and indicate the changes/improvements that you made as a direct response to the feedback. If you do not have any written feedback, please be very clear about the feedback that instigated the change. Remember, every guide will receive criticism at some stage – this question is not interested in the negative feedback, rather your response to it.

- c) How do you identify and provide for people with special needs? Special needs could include language, physical or intellectual, for example. (10%)

Tip: Part one - how do you recognize what specific needs are required by your customers. For example:

- Do you discuss when bookings are made?
- Do you allow for special requests on your web site?

Part two - once you have acknowledged what their specific needs are, how do you go about meeting these needs? For example:

- Designated group's person
- Multilingual staff
- Special needs individuals

Needs include: families/children, business travellers, physical and intellectual disabilities, smokers, dietary requirements, language. You may find providing examples as a good way to demonstrate your response to special needs.

Question 5. Improving skills (10 marks)

- a) How do you continue to improve your guiding knowledge and skills? (10%)

Tip: This is a very important question and should be clear and concise. In this question, we are looking for your approach to Tour Guiding career development. It may be in terms of specific training opportunities, such as:

- In-service training conducted during work schedule
- Weekly/monthly training meetings
- External professional run programs
- Refresher programs
- One-on-one mentoring and development programs.
- Networking and local input.