



**VANUATU  
TOURISM  
AWARDS**  
for Excellence 2017/2018



## **ENTRY INSTRUCTIONS**

### **Island Style (Category 1)**

This category is open to island bungalow, guesthouse and homestay operators across Vanuatu.

#### **Island Bungalow**

Island bungalows are accommodation establishments usually traditionally built with thatched roof, often in more remote locations, providing simpler forms of accommodation. Breakfast is usually available, other meals by arrangement, with an emphasis on local food and culture.

#### **Guesthouse**

Guesthouses are accommodation establishments usually built with contemporary materials (in either traditional or modern style) offering private or dormitory-style rooms within a larger property. Breakfast is usually available, other meals by arrangement and sometimes self-catering facilities are available. Guesthouses may be in rural or urban settings, but reflect a simple, local way of life.

#### **Homestay**

Homestays are accommodation establishments (including Bed & Breakfast) that allow for a visitor to rent a room from a local family who remain in residence, in a home-like setting (rural or urban). It is common for visitors to use this for improving their language skills and getting familiar with the local culture and lifestyle.



## ENTRY COVER SHEET

<b>Business Name</b>	
<b>Proprietor Name</b>	
<b>Contact Person 1 (Name and Phone No)</b>	
<b>Contact Person 2 (Name and Phone No)</b>	
<b>Address and Location details</b>  (Please provide a description to assist Judges in understanding your location, and include your Island and closest Village as a minimum).	
<b>Email</b>	
<b>Tourism Association</b>	
<b>Category entered (Number and Name)</b>	

### SUBMISSION REQUIREMENTS

All four sections completed: 1. Product Identification; 2. Business Plan and Marketing; 3. Customer Service and 4. Training and Environmental Sustainability and Responsible Tourism	
Sections are min 1x A4 page / max 2x A4 pages each	
Maximum of six Attachments	
COPY of 2017 Tourism Permit attached	
COPY of 2018 Business License attached	
COPY of 2017/2018 Business Insurance attached (if available)	
COPY of 2017/2018 Business Name Registration Certificate from VFSC (if available)	
Map of your location (optional)	

**LIST OF ATTACHMENTS** (please name and cross reference with attachments)

1	
2	
3	
4	
5	
6	

I/We submit our entry for the 2017/2018 Vanuatu Tourism Awards for Excellence, and agree to the Entry Terms and Conditions.			
<b>Signature</b>		<b>Date</b>	

**Send your submission:**

- Email as a PDF or Word document to: [awards@vanuatu.gov.vu](mailto:awards@vanuatu.gov.vu)
- Mail to: Vanuatu Tourism Office, PO Box 209, Port Vila, Vanuatu;
- Deliver to: Vanuatu Tourism Office, Port Vila Vanuatu Tel: (678) 22685 / 22515 or the Vanuatu Department of Tourism, George Pompidou Road, Port Vila Tel: (678) 33400

## SUBMISSION GUIDELINES

### Please take note of the following:

- Each of the four sections of the written submission must be minimum one A4 page and maximum two A4 pages.
- Submissions should be no longer than 8 A4 pages in total, with a maximum of 6 Attachments.
- Submissions may be handwritten or typed but must be legible and using text of reasonable size
- All information within these limits will be considered when awarding points and judges will be instructed to disregard any information supplied that exceeds the section or attachment limits.
- Submissions may include up to six Attachments – these must be clearly identified and listed on the checklist above.

Total score for each Awards entry is **80 points**, 60 of which come from the written submission. The total points are awarded against five sections, as follows:

- 1. Product Identification (15 points)**
- 2. Business Plan and Marketing (15 points)**
- 3. Customer service and Responsible Tourism (15 points)**
- 4. Environmental Sustainability and Responsible Tourism (15 points)**
- 5. For finalists only, the site inspection will be 20 points*

### **TIPS FROM THE JUDGES**

*Entrants are encouraged to provide quantifiable measurements and answers that include specific examples.*

*Consider the content and size of the Attachments carefully – they should be connected to the questions and their relevance referenced/explained in your answer.*

*Judges are looking for concise (to the point) answers that clearly respond to the question asked. Ensure you include key information you want the Judges to know into the section against which it will score points and not in sections where it is less relevant.*



## JUDGING CRITERIA

### **Section 1: Product Identification (15 points)**

- a) **Mandatory:** If you were a previous entrant, please comment on the recommendations received from the judges' feedback report and whether they were implemented after the 2015/2016 Tourism Awards. (No points awarded)
- b) Describe your bungalow/homestay/guesthouse business (5 points)
- c) What services do you offer to your guests? (5 points)
- d) Where do your guests come from **and** how many did you have last year? (5 points)

#### **TIPS FROM THE JUDGES**

*Part b) Consider stating where you are located geographically (you can include a map shot) and including a picture to help judges visualise your accommodation. Also, include how many rooms you have.*

*Part c) Describe services such as booking services, accommodation type, activities, meals etc.*

### **Section 2: Business Plan and Marketing (15 points)**

- a) **Mandatory:** In 2017/2018, did you have a Business License and Business Insurance (0.5 points + 0.5 points)
- b) How much profit do you make and how do you reinvest back into the business? (4 points)
- c) How do you let people know about your business? (5 points)
- d) What makes you different from other bungalow/homestay/guesthouse operators? (5 points)

#### **TIPS FROM THE JUDGES**

*Part b) Describe ways you reinvest in your business such as building new rooms or paying for staff to receive training.*

*Part c) Describe ways you tell people about your business, such as brochures, website, call centre, signage, as part of a tour etc.*

*Part d) Describe what is unique (different from others) about your accommodation business.*

### **Section 3: Customer Service and Training (15 points)**

- a) How do you seek feedback from your guests and have you made changes as a result of their feedback? (5 points)
- b) Have you or your staff undertaken any training to help your business in the last year? (5 points)
- c) Describe the way you provide guests with information about tours and activities on the island? (5 points)

#### ***TIPS FROM THE JUDGES***

*Part a) Examples here could include a guest book or survey form.*

### **Section 4: Environmental Sustainability and Responsible Tourism (15 points)**

- a) How do you keep the environment clean and deal with waste and rubbish? (5 points)
- b) How do you incorporate local materials into your accommodation? (5 points)
- c) How do you share/ involve your guests in the local culture and environment? (5 points)

#### ***TIPS FROM THE JUDGES***

*Part a) You may include other examples of how you are environmentally friendly, such as sourcing local food, or using solar energy etc.*

*Part c) Examples could include tours or cultural activities, such as dancing or storytelling.*

**The Vanuatu Tourism Awards for Excellence Judges and Committee thank you for the time and effort you have invested in your application.**