



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



ENTRY INSTRUCTIONS

Traditional and Kastom-Based Tours (Category 6)

This award recognizes tour operators offering a unique and top quality product, experience and operation, with an emphasis placed upon traditional and cultural activities being introduced by the community members who have ownership of them. It also recognizes the promotion and development of and engagement with the Vanuatu people.

ENTRY COVER SHEET

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

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 documents)

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.			
Signature		Date	

Send your submission:

- Email as a PDF or Word document to: 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.
- 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 **100 points**, 60 of which come from the written submission. The total points are awarded against five sections, as follows:

- 1. Product Identification and Tourism Sector Contribution (15 points)**
- 2. Business Plan and Marketing (15 points)**
- 3. Customer Service and Professional Development (15 points)**
- 4. Environmental Sustainability, Business Sustainability and Innovation (15 points)**
5. *For short-listed applicants only, the site inspection will be 40 points*

TIPS FROM THE JUDGES

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

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

Judges are looking for concise 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 and Tourism Sector Contribution (15 points)

- a) **Mandatory Question:** Provide a general overview of the nature and history of your operation, including the services and facilities that you offer and how many tours you did in 2017 (no points awarded)
- b) What facilities and value-adding services do you offer to enhance the tourism experience for your guests? (5 points)
- c) Demonstrate your involvement in, and contribution to, the tourism industry. (5 points)
- d) How do you involve and contribute to the local community in your business? (5 points)

TIPS FROM THE JUDGES

Part b) You should consider guiding commentary, tourism videos, brochure distribution, free beverage, discounts on bookings online/groups etc.

Part c) Consider access to infrastructure developments, community programs, as well as consultation with local communities. Also consider your approach to buying local, providing jobs for locals, sponsorships, apprenticeships, charitable donations etc. Quantifiable measurement of economic benefits will enhance the response.

Part d) Demonstrate your involvement at local and/or national level. Examples could include cooperation with tourism authorities and training, active membership of industry associations, leadership in industry forums, involvement in trade shows etc.

Section 2: Business Plan and Marketing (15 points)

- a) **Mandatory:** In 2017, 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 tour operators? (5 points)



TIPS FROM THE JUDGES

Part b) Describe ways you reinvest in your business such as building new facilities or pay 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 about your tour business – why would a customer choose your tour instead of a competitor’s activity, or what do you do that makes your version of an activity superior to a competitor?

Section 3: Customer Service and Professional Development (15 points)

- a) Demonstrate high levels of customer satisfaction with your business. (5 points)
- b) What are your procedures for customer feedback and handling complaints? (5 points)
- c) State the number of people working in the business and describe the range of training/skill development programs undertaken by staff and how it has helped improve your business. (5 points)

TIPS FROM THE JUDGES

Part a) Amongst your Attachments you may provide customer reviews, survey results, certificates etc. to demonstrate customer satisfaction. Include any evidence of repeat business and of a sustained level of good service over the whole year.

Part b) Detail your feedback collection, procedures for handling complaints and changes implemented based on feedback.

Part c) Include fulltime, part-time, casual and volunteers. Points to consider could include the objective of staff/self-training/skill development programs paid for by the operator, how they are measured, the extent of uptake and outcomes for the business, such as a reduction in the percentage of staff turnover and an increase in the percentage of internal promotions.



Section 4: Environmental Sustainability, Business Sustainability and Innovation (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) What measures do you take to be environmentally sustainable, in particular to save and monitor water, energy and reduce waste? (7 points)
- c) Describe innovations you have undertaken to improve your business and the specific benefits achieved (8 points)

TIPS FROM THE JUDGES

Part b) Consider structuring your answer in 3 parts addressing each of the following:

- *how do you save and monitor water?*
- *how do you save and monitor energy usage?*
- *how do you reduce waste, including customer generated rubbish?*

The use of subheadings would be beneficial here. Consider highlighting any innovations which have contributed to each saving/monitoring function. The inclusion of actual measurement data including the amounts saved/reduced in comparison to the previous year may enhance response. Consider a graphic/tabular format.

Part c) Include innovations that have taken place to improve your visitor experience, infrastructure development, new marketing ideas or sales activities. Innovations do not include routine maintenance or repairs.

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