



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



ENTRY INSTRUCTIONS

Adventure Activity Tour (Category 7)

This category includes adventure tour operators offering top quality product experience and optimal operational performance. An organized adventure activity on land or water that offers thrills or excitement based on active participation and personal challenge: examples include but not limited to ziplining, abseiling, water sports, buggy tours etc. This category celebrates those businesses providing an exemplary customer experience.

Ocean Experience (Category 8)

This category includes water based tour operators offering top quality product experience and optimal operational performance. An organized activity on or in the water; examples include but not limited to scuba diving, fishing, boating, snuba, snorkelling etc. This category celebrates those businesses that provide an exemplary customer experience.

Recreational/Soft Adventure Tour (Category 9)

This category is open to tour operators providing tour guiding services and transport services either on land, air or water to showcase Vanuatu attractions. The tours are accessible to a majority of people, requiring minimal physical exertion and without significant perceived risk. Entrants must offer a tourism experience as a significant part of their operation. Examples include a scenic flight to a volcano or a guided round island tour. This category celebrates those businesses providing an exemplary customer experience.

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)	
Entry fee paid and receipt attached	

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.			
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

Entry Fee:

- 5,000 Vatu application fee - a receipt will be issued upon payment.
- Cheques, cash or bank/easy money transfer will be accepted.
- Cheque and bank transfer details are as follows:

Vanuatu Tourism Awards For Excellence
Account Number 00507191010010
Bred Bank Vanuatu
Port Vila, Vanuatu
Reference: (Your Business Name) + Awards Entry Fee

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 (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 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 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) Using the table below, describe your business goals and strategies, including the percentage of annual revenue you intend to allocate to each component in 2018 (4 points)

GOALS	STRATEGIES	% OF 2018 REVENUE	INTENDED OUTCOMES
Asset Management and Maintenance	<i>Eg: Strategy 1</i> <ul style="list-style-type: none">• Activity 1• Activity 2	xx%	<i>Outcome 1</i>
	<i>Strategy 2</i> <ul style="list-style-type: none">• Activity 1• Activity 2	xx%	<i>Outcome 2</i>
Financial Management			
Human Resources			
Risk Management			
Product Development			
Market Development			
Sales and Marketing			

- b) Describe the risk issues you have identified for your business and summarise the risk mitigation strategies you have put in place, in particular in ensuring customer safety (4 points)
- c) Learning from the experience of Cyclone Pam, describe the disaster management strategies you have in place, or intend to implement in the future (3 points)
- d) What policies do you have in place for managing and maintaining your business assets? This must include how you ensure your vehicles/equipment meet the minimum safety standards e.g. maintenance. (4 points)

TIPS FROM THE JUDGES

Part a) Include evidence of a strategic plan that covers marketing, product development, human resources, budget, financial performance and operational matters as part of your answer. You must use the table format supplied for this question, but you may include further tables, graphs and other information within your page limit for this section. You may also reference and attach further documents within your Attachment limit.

Part b) Risk management relates to all parts of your business including risk to the visiting public, specific business-related risk and Occupational Health and Safety. Consider using a practical example or detail an incident and outcome to prove how your risk management strategy works. Also include reference to insurance coverage.

Part d) Describe your practices/policies in place for reinvestment into the business, including timeframes for reinvestment activities, and demonstrate their implementation through evidence

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.