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TASSIE TOUR GUIDE AWARD

TOURISM INDUSTRY COUNCIL OF TASMANIA

20
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CATEGORY DESCRIPTOR

This category recognises the significant contribution quality tour guides make, in 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 made through the Quality Tourism Framework. A nomination should be made under the account of the business the nominee is employed by, although the nomination can be made by the nominee or someone else within the same company.
- The nominee must be an employee or volunteer of a business holding current Sustainable Tourism Accreditation.
- There is a nomination fee of \$79 to enter this category. Entry fees are not refundable should a nominee withdraw from the program. Nomination fees are payable prior to a submission being accepted.
- Submissions are completed within the Quality Tourism Framework. The submission can be written by the person nominated or by a nominator.
- The submission should focus on activities which took place in the 2024/2025 financial year (since 1 July 2024).
- The submission has a limit of 5,000 words (though you can submit with less). Up to ten images can be included.
- Submissions close at 5pm Wednesday, 21st May 2025.
- Finalists will be required to attend an online interview (approx. 30 minutes) with the judging team.

NOMINATION CRITERIA

Nomination details will include:

- Name of nominating business (the business must hold Sustainable Tourism accreditation)
- Name of nominated individual
- Introduction to individual (100 words)

SUBMISSION CRITERIA

- This submission is limited to Maximum 5000 words
- Submissions will be accepted from guides operating in the private/public sectors in either 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
 - Finalists will be required to have a 30-minute (approx.) interview with the panel of judges via video call.
 - Please Note: Interview questions will be supplied to the entrant prior to the interview.
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WRITTEN SUBMISSION QUESTIONS (50 marks)

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

2. Tour Plan of Nominee (15 marks)

In reference to a tour you have *recently* delivered:

- a. Give details about the tour; include information such as: type of tour, group size, location, duration, frequency your involvement in its design and the involvement of other people (5 Marks)
- b. Give details of the objectives of the tour; what is the target audience and what messages and stories you use to create the visitor experience (10 Marks)

3. Tour Delivery of Nominee (15 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 (7 Marks)
- b. Give examples of how your tour promotes sustainability, with a focus on at least two of: cultural, social, or environmental approaches (8 Marks)

4. Evaluation & Customer Service (15 marks)

- a. Explain how you evaluate and ensure a standard of quality in the customer service you, personally, provide. Provide evidence of customer satisfaction e.g. online reviews, social media comments, letters of appreciation, visitor book comments, surveys etc. (5 marks)
- b. Discuss the kind of changes/improvements you have made to the way you deliver the tour experience on listening to this feedback (5 marks)
- c. How do you identify and cater to people with specific needs? (specific needs could include language, culture, physical, cognitive, amongst others) (5 marks)

5. Improving Skills (5 marks)

- a. How do you continue to improve your guiding knowledge and skills? (5 marks)
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SCORING

Written submission	50 marks
Interview	50 marks
Total score	100 marks

TERMS AND CONDITIONS

By nominating for the Tassie Tour Guide Award, nominees agree to the following terms and conditions:

- *By entering the Tassie Tour Guide Award, I authorise the use and/or reproduction of images and the 100-word description provided in relation to any editorial/promotional purposes initiated in conjunction with the Tasmanian and Australian Tour Guide Award program.*
- *I understand that as an award nominee I am bound to the QTF Terms and Conditions, which includes reference to the use and display of any trademark, badge or logo achieved through the Awards process.*
- *My contact details may be supplied to agencies/sponsors engaged on behalf of award/organisers/committees for promotional purposes.*
- *I acknowledge that all decisions of the Awards judges and administrators relating to the outcome of the Awards are final and correspondence will not be entered into surrounding these results.*
- *Under no circumstances will judges be held responsible for any comment, viewpoint or expression, whether expressed or implied, concerning the standard or quality of an entrant's submission.*
- *I agree not to bring a claim against any Judge, or state/territory Award owner in relation to feedback on my submission.*
- *I declare that the information provided in this submission be true and correct to the best of my knowledge and I agree to the terms and conditions as outlined.*