



CATEGORY - 02 - TOURIST ACCOMMODATION

C) Specified Tourist Services

c-5 Model Community Based Tourism Project

This category aims to recognize ecologically sustainable tourism with a primary focus on experiencing natural areas that foster environmental and cultural understanding, appreciation and conservation.

The eligibility is for those organizations, which have rendered exceptional contributions to upgrade the wellbeing of the community through tourism.

Important reminders:

- Entrants must ensure their answers refer specifically to the product and category they are entering.
- Entrants are encouraged to answer questions to highlight their participation.

Q1. PRODUCT (20 POINTS)

- a) Provide a general overview of the nature and history of your business. You must demonstrate your eligibility for entry in this category as outlined in the descriptor above.
- b) Describe your services and/or facilities and the tourism experiences offered.
- c) How do you foster a greater understanding of community benefits through tourism?

TIPS

- Indicate where your organization is located geographically and include a map, photos to help judges.
- Explain how your product meets the key principles of ecotourism.
- For example, providing positive experiences for visitors, contributing towards conservation, building environmental and cultural awareness and respect, promoting responsible travel etc.

Q2. BUSINESS PLANS (20 POINTS)

- a) Describe the key features of your operation plan for example goals & objectives.
- b) Demonstrate your social viability.
- c) Describe the issues and challenges you have identified, and the steps you have taken to mitigate them.
- d) What are the steps taken to support the community through your tourism?
- e) Annual income and expenditure.
- f) Distribution of dividends among the stakeholders.
- g) Organization structure (provide a copy).
- h) Your involvement with other tourism related organizations such as hotels in your area and other tour operators in general.
- i) Since commencement of your business, how many guests have enjoyed your services?



TIPS

Explain what were you trying to achieve i.e. your business vision, how you went about it and the related outcomes.

Q3. MARKETING (20 POINTS)

- a) What are your target markets and how did you identify them?
- b) Describe the marketing strategies used to attract each target and detail the success/ outcomes of those strategies.
- c) What is your distinctive difference in the services offered to the guests?
- d) What are the arrangements your organization has made for proper interpretation of your product?
- e) Describe all important tools of marketing (e.g. sales, advertising, public relations, word of mouth and e- marketing), you have deployed where appropriate.
- f) Describe your marketing material e.g. brochures, flyers, advertising, website etc. and keeping it up to date.

Q4. CUSTOMER SERVICE AND PROFESSIONAL DEVELOPMENT (20 POINTS)

- a) Explain how you achieve and maintain quality customer service throughout your organization.
- b) What are the specialized services you offer the guests?
- c) State the number of people working in the business and explain how you identify and determine professional development needs.
- d) Describe the programs undertaken by the organization for training/skills development of the stakeholders.

TIPS

- Other points to consider could include your repeat business strategy, feedback collection and changes implemented based on feedback.
- Specialized services could include language, physical, intellectual, dietary and other special needs e.g. groups, special interest etc.
- You should consider full-time, part-time, casual and volunteers.
- Points to consider could include the objective of staff/self-training/skill development programs, how they were measured, the extent of uptake and outcomes for the business.

Q5. SUSTAINABILITY AND INNOVATION (20 POINTS)

- a) Describe and demonstrate your commitment to environmental, social and cultural sustainability.
- b) Describe how your business benefits and respects the local community values and culture.
- c) What innovations have taken place during the qualifying period to improve the nature of the



visitor experience and minimize possible impacts on the environment?

TIPS

- Could include energy and water conservation, building design and location, waste management, recycling, tree planting, and engaging environmentally sensitive procedures.
- Benefits to the local community could include apprenticeships, in-kind contributions, employment of local residents, partnerships with community-based organizations etc. The use of local products and services could include food and beverage suppliers, service providers, trades people, and local building material. If local products and services are not available, briefly explain.
- Include innovations that have taken place to improve your visitor experience, infrastructure development, new marketing ideas or sales activities. Innovations do not include routine repairs and maintenance.

Total score: 100 points.