



# 29. SERVICE TO TOURISM INDUSTRY

## CATEGORY QUESTIONS

2025 AWARDS. VERSION 1.1 STATE ONLY AWARD

## DESCRIPTOR

This NSW-only category recognises outstanding contributions from organisations that provide essential B2B services supporting the tourism sector. While not offering direct tourism products, these entities play a vital role in enhancing the overall visitor experience and upholding industry standards. In all cases, these organisations' main clientele is the tourism industry, not tourists.

Entrants should showcase excellence in technology, innovation, education, career development, logistics, or consultancy that drives the growth and success of NSW tourism. This award recognizes services that are innovative, reliable, and transformative, enhancing the industry's sustainability and competitiveness.

## WORD COUNT

Word Count: Minimum 4,000 words Maximum 7,500 words

## IMAGE COUNT

Maximum 30 images.

## SCORE SUMMARY

Submission Score	70 points
Online Review	10 points
Letters of Support	20 points
<b>TOTAL</b>	<b>100 points</b>

## SUBMISSION SCORE BREAKDOWN

<b>SECTION 1. INTRODUCTION</b>	<b>20 POINTS</b>
• Question 1A	(20 points)
<b>SECTION 2. INNOVATION TO THE TOURISM INDUSTRY</b>	<b>20 POINTS</b>
• Question 2A	(20 points)
<b>SECTION 3. INDUSTRY BENEFIT</b>	<b>20 POINTS</b>
• Question 3A	(20 points)
<b>SECTION 4. RESPONSIBLE BUSINESS</b>	<b>10 POINTS</b>
• Question 4A	(10 points)
<b>SECTION 5: LETTERS OF SUPPORT</b>	<b>20 POINTS</b>
Provide 2 letters of support	

## **SUMMARY OF QUESTIONS**

### **SECTION 1. INTRODUCTION**

Question 1            A. Provide an overview of the business and the tourism service/s provided including the nature and history of the business. Include how your services achieve and demonstrate excellence.

### **SECTION 2. INNOVATION TO THE TOURISM INDUSTRY**

Question 2            A. During the qualifying period, what innovations has the business implemented to assist the tourism industry and what were the results.

### **SECTION 3. INDUSTRY BENEFIT**

Question 3            A. How does the innovation provide overall industry benefit and is inclusive?

### **SECTION 4. RESPONSIBLE BUSINESS**

Question 4    A. Demonstrate how the business has made a positive impact through being environmentally, socially, economically and ethically responsible.

### **SECTION 5. LETTERS OF SUPPORT**

Entrants should upload two (2) letters of support to strengthen your submission, by demonstrating the impact of your contributions on the tourism industry.

## Response Guide

### SECTION 1: INTRODUCTION (20 points)

**A. Provide an overview of the business and the tourism service/s provided including the nature and history of the business. Please ensure you include how your services achieve and demonstrate excellence. 20 points**

#### ***Response Guidance***

Take the judge on a journey of the business service/s; how and when it began, where the business is located or where the services are provided, who works in the business etc.

What are the services on offer and who are they provided to? Provide sufficient detail to ensure the judge can obtain a good understanding of what is on offer.

Highlight the businesses points of difference and what makes it stand out from others (its unique selling points). Consider the services or elements that enhance visitor satisfaction.

This is where the judges (and auditors) will gain an understanding of how the business fits into the category; therefore, it is important to clearly demonstrate your eligibility by aligning with the category criteria to ensure that there is no misunderstanding as to why you have entered this category.

The judges may not be familiar with the business. Therefore, explain everything from the ground up.

Demonstrate the business' commitment to tourism excellence by explaining the values and philosophy of the business. How does the business go above and beyond to provide an exceptional experience to its clients?

This should be reflected in the business' policies and procedures, how staff are inducted, incentivised and/or trained – so include details of these to show the business commitment to excellence.

How has the business been actively involved with and contributed to the tourism industry (locally, regionally, and nationally) through both business and personal participation?

Tourism excellence can also be demonstrated by listing any awards won and accreditations held.

## IMAGES

Attach a minimum of two graphics throughout Question 1. (accurately named) to support and enhance the response.

## SECTION 2: INNOVATION TO THE TOURISM INDUSTRY (20 points)

**2A. During the qualifying period, what innovations has the business implemented to assist the tourism industry and what were the results. 20 marks**

### ***Response Guidance***

This question seeks to understand how the business has provided a service not available in the tourism industry prior and the rationale behind the enhancement.

An innovation can be defined as “The process of introducing new or significantly improved goods or services and/or implementing new or significantly improved processes.” (Source: Australian Bureau of Statistics).

The judges will be looking for an understanding of what prompted the innovations/enhancement e.g., was it a result of client feedback, change in market demand, etc., or how it was anticipated to support business endurance in the current climate.

Your response should include the research and planning undertaken by the business to reach the decisions taken. For example: external research that was considered, past customers surveyed, etc.

Include how the innovations/enhancement align with the business’s main goals and strategies.

Judges are looking for qualitative and quantifiable data that demonstrates what the expected outcomes of the innovations/enhancements were, and whether these were achieved. If able to, provide previous years data to assist to demonstrate improvements.

If the anticipated outcomes were not reached, acknowledge this, and provide the judges with insight as to why. How did the business respond?

Consider using a table to clearly assist in aligning your answer to the question.

If the outcomes are still pending, provide what data is available and any forecasted results.

## IMAGES

Attach a minimum of two graphics throughout Question 2. to support and enhance your response. For example, an image of any new elements of the service, or marketing collateral promoting changes that have been implemented.

## SECTION 3: INDUSTRY BENEFIT (20 points)

### **3A. How does the innovation provide overall industry benefit and is inclusive? (20 points)**

#### ***Response Guidance***

This question requires you to outline how your work can benefit the whole industry and not just the clients of your business.

Outline how the business is committed to quality customer service throughout all areas of the business. This could include areas such as staff training, service principles and policies and staff reward systems.

Consider all points of industry engagement and opportunities to influence change.

Provide examples of how the business has made their service inclusive or accessible to specific individuals/groups that may have faced barriers to participation previously.

## IMAGES

Attach a minimum of two graphics throughout Question 3. to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, endorsements or feedback from clients.

## SECTION 4: RESPONSIBLE BUSINESS (10 points)

### **A. Demonstrate how the business has made a positive impact through being environmentally, socially, economically, and ethically responsible. 10 points**

#### ***Response Guidance***

This question requires you to consider how the business has made a positive impact on the local and/or broader community. For example;

### **Environmental**

- How has the business been developed to minimise its impact on the environment e.g., water conservation, waste management/reduction/recycling, fuel and energy reduction, carbon reduction/offset, refuse initiatives in place, noise cancellation, wildlife destruction/interruption measures in place.
- The inclusion of actual measurement data including the amounts saved/reduced in comparison to the previous year (or multiple years if you have good records) will enhance the response.

### **Social**

- What strategies are in place for the business to support the local community e.g., supporting local businesses, product packaging, charitable donations, sponsorship, engagement with community groups, supporting local talent, school education and involvement, work experience, support of community fundraising.

### **Economic**

- What strategies are in place for the business to support the local economy e.g., local purchasing, creating job opportunities, promotion of local businesses, support of community funding initiatives, understanding of spend by the business' customers to the region/community.
- Where able, use metric examples to demonstrate the contribution made. For example, "75% of all our expenses were spent in X region."

### **Ethical**

- How has the business considered its ethical responsibilities throughout its development e.g., through its engagement and representation of Aboriginal and Torres Strait Islander people, cultural or historical representation, animal welfare, restoration.

For all examples, ensure that you outline how a positive impact has been made.

### **IMAGES**

Attach a minimum of two graphics throughout Question 4. to support and enhance your response. For example, certificates of appreciation from

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community groups, signage demonstrating environmental sustainability measures, participation in community activities.

### SECTION 5: LETTERS OF SUPPORT (20 points)

Entrants should upload two (2) letters of support to strengthen your submission, by demonstrating the impact of your contributions on the tourism industry.

#### **Each letter should:**

- Be from someone who can authentically comment on your contribution to the tourism industry (e.g., industry peers, partners, clients, tourism bodies or community leader).
- Be addressed to the *NSW Tourism Awards Judging Panel*.
- Include the author's relationship to you and specific examples of how the nominee has contributed to the success, growth, or improvement of the tourism sector.