



SAN PEDRO TOWN COUNCIL

TOURISM AWARDS 2022

Restaurant of the Year

This category recognizes all restaurants and catering services offering a tourism experience and/or servicing the tourism industry.

1. Introduction (40 marks)

Please provide an overview of your tourism products, experiences and services including the nature and history of the business. How does your business demonstrate tourism excellence?

- a. Set the story your product/ experiences/ service and give the judge insight into the product/experience/service on offer. Take the judge on a journey of your business product/service; describe the visitor experience, where/how it began, how you have developed the product over time.
- b. Your response should highlight your points of difference/what makes you different/special. Specify amenities, products, services or facilities that enhance visitor satisfaction.
- c. Demonstrate your commitment to tourism excellence by explaining the values and philosophy of your business and how the business has been actively involved with and contributed to the tourism industry (locally, regionally and nationally) through both business and personal participation.
- d. Use graphics to support and enhance your response provided. For example, a map of where you are located, images of the product/service and any specific facilities/amenities/services you have highlighted in your response, a collage of the accreditation programs you participate in and/or any award achievements.
- e. Provide the following:
 - i. a copy of your menu
 - ii. do you use local products
 - iii. do you have environmentally-friendly practices

2. Business Development (20 marks)

During this year, what have you implemented to improve your product/experience/service and/or to provide business recovery/resilience in the wake of national and international events during this year?

- a. This question seeks to understand how you have improved the product/experience/service within the qualifying period. Additionally, or alternatively, it seeks to understand what strategies were implemented for business endurance through a year of challenging national and international events.



- b. Use graphics to support and enhance your response provided. For example, an image of any new products or facilities, posters promoting changes that have been implemented.

3. Marketing (20 marks)

What marketing strategies did you implement to attract or maintain your existing or new target markets to support business growth and/or business recovery/ resilience. Why were these strategies chosen and what was the result?

- a. This question is looking for a clear understanding of how you are marketing to your target market.
- b. Use graphics to support and enhance your response. For example, images of marketing placement (social media screen shots, website, advertisements).

4. Customer Experience (20 marks)

How do you provide quality visitor experiences and demonstrate inclusive practices?

- a. This question requires you to outline the practices you have put in place to ensure the delivery of high-quality customer service throughout the visitor experience journey.
- b. Outline how you are committed to quality customer service throughout all areas of the business. This could include staff training, service principles and policies, staff reward systems etc.
- c. Consider how you actively encourage feedback and how feedback is used to improve the visitor experience.
- d. Use graphics to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.



SAN PEDRO TOWN COUNCIL **TOURISM AWARDS 2022**

Small Accommodation of the Year

This category recognizes a licensed small accommodation with less than ten rooms.

1. Introduction (50 marks)

Please provide an overview of your tourism products, experiences and services including the nature and history of the business. How does your business demonstrate tourism excellence?

- a. Set the story your product/ experiences/ service and give the judge insight into the product/experience/service on offer. Take the judge on a journey of your business product/service; describe the visitor experience, where/how it began, how you have developed the product over time.
- b. Your response should highlight your points of difference/what makes you different/special. Specify amenities, products, services or facilities that enhance visitor satisfaction.
- c. Demonstrate your commitment to tourism excellence by explaining the values and philosophy of your business and how the business has been actively involved with and contributed to the tourism industry (locally, regionally and nationally) through both business and personal participation.
- d. Use graphics to support and enhance your response provided. For example, a map of where you are located, images of the product/service and any specific facilities/amenities/services you have highlighted in your response, a collage of the accreditation programs you participate in and/or any award achievements.
- e. Include the following:
 - i. How do you incorporate the Belizean Culture in your service offerings?
 - ii. Do you have any environmentally-friendly operating procedures in place? (such as recycling, water conservation, nontoxic cleaning products, energy efficiency, etc.)
 - iii. Demonstrate outstanding facilities (eg. Turn down services, onsite activities, etc.)

2. Business Development (10 marks)

During this year, what have you implemented to improve your product/experience/service and/or to provide business recovery/resilience in the wake of national and international events during this year?

- c. This question seeks to understand how you have improved the product/experience/service within the qualifying period. Additionally, or alternatively, it seeks to understand what strategies were implemented for



business endurance through a year of challenging national and international events.

- d. Use graphics to support and enhance your response provided. For example, an image of any new products or facilities, posters promoting changes that have been implemented.

3. **Marketing (10 marks)**

What marketing strategies did you implement to attract or maintain your existing or new target markets to support business growth and/or business recovery/ resilience. Why were these strategies chosen and what was the result?

- a. This question is looking for a clear understanding of how you are marketing to your target market.
- b. Use graphics to support and enhance your response. For example, images of marketing placement (social media screen shots, website, advertisements).

4. **Customer Experience (30 marks)**

How do you provide quality visitor experiences and demonstrate inclusive practices?

- a. This question requires you to outline the practices you have put in place to ensure the delivery of high-quality customer service throughout the visitor experience journey.
- b. Outline how you are committed to quality customer service throughout all areas of the business. This could include staff training, service principles and policies, staff reward systems etc.
- c. Consider how you actively encourage feedback and how feedback is used to improve the visitor experience.
- d. Use graphics to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.
- e. Include the following:
 - i. How do you welcome your guests?
 - ii. How do you monitor and maintain your guest satisfaction during their stay?



SAN PEDRO TOWN COUNCIL **TOURISM AWARDS 2022**

HOTEL OF THE YEAR

This category recognizes a licensed hotel with ten or more rooms.

1. Introduction (30 marks)

Please provide an overview of your tourism products, experiences and services including the nature and history of the business. How does your business demonstrate tourism excellence?

- a. Set the story your product/ experiences/ service and give the judge insight into the product/experience/service on offer. Take the judge on a journey of your business product/service; describe the visitor experience, where/how it began, how you have developed the product over time.
- b. Your response should highlight your points of difference/what makes you different/special. Specify amenities, products, services or facilities that enhance visitor satisfaction.
- c. Demonstrate your commitment to tourism excellence by explaining the values and philosophy of your business and how the business has been actively involved with and contributed to the tourism industry (locally, regionally and nationally) through both business and personal participation.
- d. Use graphics to support and enhance your response provided. For example, a map of where you are located, images of the product/service and any specific facilities/amenities/services you have highlighted in your response, a collage of the accreditation programs you participate in and/or any award achievements.
- e. Include the following:
 - i. How do you incorporate the Belizean Culture in your service offerings?
 - ii. Do you have any environmentally-friendly operating procedures in place? (such as recycling, water conservation, nontoxic cleaning products, energy efficiency, etc.)
 - iii. Demonstrate outstanding facilities (eg. Turn down services, onsite activities, etc.)

2. Business Development (20 marks)

During this year, what have you implemented to improve your product/experience/service and/or to provide business recovery/resilience in the wake of national and international events during this year?

- e. This question seeks to understand how you have improved the product/experience/service within the qualifying period. Additionally, or alternatively, it seeks to understand what strategies were implemented for



business endurance through a year of challenging national and international events.

- f. Use graphics to support and enhance your response provided. For example, an image of any new products or facilities, posters promoting changes that have been implemented.

3. **Marketing (20 marks)**

What marketing strategies did you implement to attract or maintain your existing or new target markets to support business growth and/or business recovery/ resilience. Why were these strategies chosen and what was the result?

- a. This question is looking for a clear understanding of how you are marketing to your target market.
- b. Use graphics to support and enhance your response. For example, images of marketing placement (social media screen shots, website, advertisements).

4. **Customer Experience (30 marks)**

How do you provide quality visitor experiences and demonstrate inclusive practices?

- a. This question requires you to outline the practices you have put in place to ensure the delivery of high-quality customer service throughout the visitor experience journey.
- b. Outline how you are committed to quality customer service throughout all areas of the business. This could include staff training, service principles and policies, staff reward systems etc.
- c. Consider how you actively encourage feedback and how feedback is used to improve the visitor experience.
- d. Use graphics to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.
- e. Include the following:
 - i. How do you welcome your guests?
 - ii. How do you monitor and maintain your guest satisfaction during their stay?



SAN PEDRO TOWN COUNCIL **TOURISM AWARDS 2022**

Tour Operator of the Year

A licensed tour operator that offers a variety of tours.

1. Introduction (50 marks)

Please provide an overview of your tourism products, experiences and services including the nature and history of the business. How does your business demonstrate tourism excellence?

- a. Set the story your product/ experiences/ service and give the judge insight into the product/experience/service on offer. Take the judge on a journey of your business product/service; describe the visitor experience, where/how it began, how you have developed the product over time.
- b. Your response should highlight your points of difference/what makes you different/special. Specify amenities, products, services or facilities that enhance visitor satisfaction.
- c. Demonstrate your commitment to tourism excellence by explaining the values and philosophy of your business and how the business has been actively involved with and contributed to the tourism industry (locally, regionally and nationally) through both business and personal participation.
- d. Use graphics to support and enhance your response provided. For example, a map of where you are located, images of the product/service and any specific facilities/amenities/services you have highlighted in your response, a collage of the accreditation programs you participate in and/or any award achievements.
- e. Include the following:
 - i. What makes your tour operation unique?
 - ii. How do you incorporate the Belizean Culture in your service offerings?
 - iii. Do you have any environmentally-friendly operating procedures in place? (such as recycling, fuel efficient transportation, etc.)
 - iv. Does your tour operation business support any beneficial community projects on the island? If yes, please provide examples.
 - v. What types of safety standards are in place to support the tour you offer?

2. Business Development (10 marks)

During this year, what have you implemented to improve your product/experience/service and/or to provide business recovery/resilience in the wake of national and international events during this year?

- g. This question seeks to understand how you have improved the product/experience/service within the qualifying period. Additionally, or



alternatively, it seeks to understand what strategies were implemented for business endurance through a year of challenging national and international events.

- h. Use graphics to support and enhance your response provided. For example, an image of any new products or facilities, posters promoting changes that have been implemented.

3. **Marketing (10 marks)**

What marketing strategies did you implement to attract or maintain your existing or new target markets to support business growth and/or business recovery/ resilience.

Why were these strategies chosen and what was the result?

- a. This question is looking for a clear understanding of how you are marketing to your target market.
- b. Use graphics to support and enhance your response. For example, images of marketing placement (social media screen shots, website, advertisements).

4. **Customer Experience (30 marks)**

How do you provide quality visitor experiences and demonstrate inclusive practices?

- a. This question requires you to outline the practices you have put in place to ensure the delivery of high-quality customer service throughout the visitor experience journey.
- b. Outline how you are committed to quality customer service throughout all areas of the business. This could include staff training, service principles and policies, staff reward systems etc.
- c. Consider how you actively encourage feedback and how feedback is used to improve the visitor experience.
- d. Use graphics to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.



SAN PEDRO TOWN COUNCIL **TOURISM AWARDS 2022**

Tour Guide of the Year

This award recognizes a licensed tour guide working in the San Pedro Town Tourism Industry and their contribution to the development of a vibrant and professional tourism industry through their abilities and knowledge.

Overview of Nominee (60 points)

Provide an overview of the nominee, highlighting their outstanding attributes. Include a brief history of their career in tourism, including a description of their current employment. Describe the types of professional development training the nominee has completed within the last year. Describe the nominee qualities that makes them a successful tour guide.

Customer Experience (40 points)

How as the nominee gone the extra mile to provide quality visitor experiences? Describe instances when the nominee has exceeded guest expectations.



SAN PEDRO TOWN COUNCIL **TOURISM AWARDS 2022**

Frontline Personnel of the Year

This award recognizes an individual in San Pedro Town that has gone way above to contribute to the community.

Selected by judges.