

6. Cultural Tourism

Important QTA Accreditation Information:

The Australian Tourism Industry Council (ATIC) has introduced a new, integrated framework for Australia's business quality programs, which incorporate existing programs such as; the Australian Tourism Accreditation Program, Star Ratings program, and the Australian Tourism Awards. This new framework is known as the **Quality Tourism Framework (QTF)**.

Under the new QTF, there have been changes to requirements for Queensland Tourism Awards (QTA), which all entrants must meet in order to be eligible for the national award categories. The QTF, will provide greater efficiencies for those who are engaged across multiple programs and provide an assurance of minimum standards being met by all.

Important QTA Accreditation Changes

1. To be eligible for any of the accommodation categories (17 – 23) except Unique Accommodation, all entrants are required to meet a specific Star Rating (dependent on their category), through the completion of a pre- assessment module in your submission portal, which will calculate a proposed rating.

Those who are already Star Rated will not be required to complete a pre-assessment as the rating has already been confirmed. *Note: annual Star Rating renewals are due July each year.*

2. All entrants in non-accommodation categories are required to complete certain business standards known as Level 1 of the QTF. This pre-assessment will be included within the submission portal.
Those who are already accredited through QTF (formally known as ATAP) will not be required to complete a pre-assessment.

Note: annual QTF (formally ATAP) renewals are due July each year.

3. There is no additional cost for QTA entrants to complete the required pre-assessments. Additional costs will only apply if an entrant wishes to finalise the accreditation process through the QTF.
4. Queensland entrants were previously required to hold accreditation through one of 17 recognised programs. In order to ensure consistency across the States under the QTF, this requirement **no longer applies**.

Although this requirement no longer applies, QTIC highly recommends that all entrants maintain their current accreditation, as it is a valuable business asset and will strengthen QTA submissions.

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6. CULTURAL TOURISM

This category recognises tourism businesses that foster a greater understanding and appreciation of authentic culture, history, heritage and/or the arts.

COVID-19 Impacts (0 marks)

Please provide the judges with an understanding of your businesses situation during the national and world events during the qualifying period. E.g. COVID-19, natural disasters (fire)

NOTE: These responses do not contribute to your overall score, but provides a clearer picture for judges to understand what you have been able to achieve. This is factual information allowing you to tell your business story in your written submission.

Q.1 Outline how many months in the second half of the qualifying period were you operational for?

Q.2 Describe what the business restrictions were to your business e.g. gatherings

Q.3 Describe the impact of travel restrictions to your business e.g. border closures

1. Introduction (20 marks)

A. Please provide an overview of your tourism products, experiences and services including the nature and history of the business. How does the business demonstrate tourism excellence? 20 marks

Response Guidance

This is where you set the story of your product/experience/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.

Your response should demonstrate why your business should be considered as an award-winning tourism business by highlighting your points of difference/what makes you different/special. Specify amenities, products, services or facilities that enhance visitor satisfaction.

This is where the judges will gain an understanding of how you fit 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.

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.

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Tourism excellence can also be demonstrated by listing any awards you have won and accreditations you hold.

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.

2. Cultural Protection and Preservation (30 marks)

A. Demonstrate how you mitigate or minimize its impacts on our cultural heritage resources. 15 marks

Response Guidance

This is where the judges will gain an understanding of how you carefully consider your impact on the cultural heritage resources and how you marry preservation and protection with allowing visitor access and providing a tourism experience.

With this question, consider, if applicable, both the physical and reputational impacts.

Outline the services and facilities available which have been designed to respect heritage resources and places.

Describe the outcomes of the mitigation/minimisation activities that are in place. The inclusion of actual measurement data including the amounts saved/reduced in comparison to the previous qualifying period may enhance response. However, it is anticipated that data may not be available, or the predicted outcomes may not be able to be demonstrated due to business disruptions, if this is the case, demonstrate to the judge how your results have been impacted.

B. During the qualifying period, what have you implemented or improved to protect and preserve cultural heritage whilst enhancing the visitor experience, or what strategies have you implemented to provide business recovery/resilience in the wake of national and world events during the qualifying period. 15 marks

Response Guidance

The previous question is designed to give judges a broad overview of all the preservation and protection you undertake for the cultural heritage resources. This question requires you to share what strategies, innovations and/or developments you have introduced or updated during the qualifying period. Additionally, or alternatively, it seeks to understand what strategies were implemented for business endurance through a year of challenging national and world events.

An enhancement could include, for example, a new experience/facility, creation of education programs; development of asset management strategies etc.

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Actions that supported the ongoing survival of your business could include, for example, diversifying your product/experience, seeking alternative ways for the delivery of the experience/product/service.

The response should demonstrate why the strategy/innovation/development was implemented and how this enhances the visitor experience and cultural understanding.

Also include the research, planning and outcome/s of these and how they align with the business' main goals and strategies.

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 (15 marks)

A. Describe the marketing strategies you have used to differentiate your cultural heritage business and promote the appreciation and enjoyment of the region's cultural heritage. Why were these strategies chosen and what was the result? 15 marks

Response Guidance

The response needs to focus on innovative approaches to marketing and relate back to the cultural heritage experience.

Judges are looking for a clear overview of the innovative approaches you have taken to marketing and what you have done differently to attract your customers within the qualifying period. Consider for example; social media, digital or interactive advertising, apps, product packaging, tactical or paid advertising campaigns, relationship marketing.

Your response should demonstrate how you promote the appreciation and enjoyment of the region's cultural heritage and how it aligns with local, regional and/or state cultural heritage marketing plans.

Detail how these new/different/unique marketing activities have been successful. You should consider metrics to measure the outcomes and consider media coverage, social media engagement, increased web traffic, increased bookings etc.

Ensure that your response is relevant to the qualifying period.

Use graphics to support and enhance your response. For example, images of marketing placement (social media screen shots, website, advertisements).

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4. Customer Experience (25 marks)

A. Demonstrate how you raise awareness about the need to preserve our cultural heritage resources and influence both visitors and host communities to enjoy our heritage resources sustainably. 15 marks

Response Guidance

The judges are looking for leadership in visitor education of cultural tourism. Therefore, you need to outline how you share knowledge on cultural heritage and support its sustainability.

Consider all of the ways in which awareness and education is delivered to visitors and the wider community. For example, onsite communications/signage, staff training and development, education programs.

Demonstrate what the outcomes of these activities are and how you have influenced visitors to participate in cultural tourism in a sustainable manner.

Demonstrate how the business influences visitors through activities which foster responsible use and enjoyment of our cultural heritage and our communities.

Describe how you communicate and educate to communities about the importance of cultural preservation. This might include demonstrating how you involve stakeholder groups with a meaningful role in planning and decision-making for the design, development and delivery of ecotourism programs and services.

Consider how the business optimizes the long-term economic, social, cultural and environmental benefits to the community

B. How do you provide quality visitor experiences and demonstrate inclusive practices? 10 marks

Response Guidance

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.

For those businesses that had significant disruption as a result of COVID-19 or natural disasters, you should consider how you provide quality customer experiences in the alternatives ways in which you operated – communicated to customers during changing restrictions, kept customers informed during closers etc.,

Demonstrate 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.

Consider all points of customer engagement e.g. email, phone, guest greetings/welcome and interaction during and after the experience.

Once you have provided an overview of how customer service is delivered, you should demonstrate how you monitor and assess customer service to ensure continued quality delivery. For example; feedback forms, monitoring social media, blogs, mystery shoppers etc.

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As a part of your delivery of quality visitor experiences you need to demonstrate how you consider visitors' special and specific needs and recognises the needs of a diverse community. This can include, but is not limited to, cultural, language, physical, intellectual, dietary and other specific needs e.g. groups, special interest, LGBTQ etc.

Provide examples of how you catered for customers with specific needs and explain the outcome or successes. A case study would be beneficial here.

Use graphics to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.

Submission score /90

Online review /10