

# NORTHERN CAPE TOURISM SERVICE EXCELLENCE AWARDS 2008

**Are YOU – or a friend / relative/ neighbour / colleague? – As real, committed and passionate about tourism service excellence as the ‘realness’ of the people who dare to explore the Northern Cape...?**

## INTRODUCTION

Northern Cape is every outdoor lover’s answer to their prayers ... the province is teeming with wildlife, unique fauna and flora and endless breathtaking horizons. In this land of many diverse cultures, vast unspoiled spaces, the phrases, Real adventure, Real People and Real Wild comes to mind.

In order to effectively expose our REAL province to the traveller, the Northern Cape Tourism Authority is pleased to be hosting our 1<sup>st</sup> EVER Northern Cape Tourism Service Excellence Awards.

## WHY THE AWARDS?

- ✓ To discover tourism gems who are raising the levels and standards of customer service
- ✓ To award and reinforce tourism service excellence
- ✓ To encourage the tourism industry to share ideas on improving service
- ✓ To strive towards the highest service levels by FIFA World Cup Soccer 2010
- ✓ To educate the consumer on service excellence and on being fabulous guests and hosts
- ✓ To recognise and expose those individuals who serve as examples to the tourism industry through focusing on service excellence
- ✓ To encourage all stakeholders in the province to be committed and passionate towards their own performance standards as well as towards customer relations
- ✓ To enhance the visitor experience to grow tourism to our region
- ✓ To identify local innovations embracing authentic ‘home-grown’ experiences
- ✓ To start and uphold a “No compromise on customer service” policy

## WHO IS ELIGIBLE TO ENTER

- Any individual or business operating within the tourism sector may enter in any **one** of the categories listed
- You may nominate yourself or an organization with a motivation as indicated below under the **heading requirements**

## HOW TO ENTER

Complete the attached application form with supporting documentation and submit to:

**Northern Cape Tourism Authority**

**Attention: Northern Cape Tourism Service Excellence Awards**

**Private Bag X5017**

**Kimberley**

**8300**

Entries can be submitted on-line to: [northerncapetourism@telkomsa.net](mailto:northerncapetourism@telkomsa.net) and to [ameera.ncta@telkomsa.net](mailto:ameera.ncta@telkomsa.net)

Entries should reach the judges by no later than Monday, 11 August 2008. The winners in each category will be announced at a Gala function to be held on 20 September 2008 in De Aar, at the City Hall.



## **AWARD CATEGORIES**

The Northern Cape Tourism Service Excellence Awards will be presented in 10 categories per Region with 2 additional special awards,

1. Award for Best Customer Service Overall and
2. Green/Environmentally Responsible Businesses ie. Those businesses doing their part to assist with the

**1. Accommodation** e.g. Hotels, Guest Houses, Lodges, Guest Farms etc.

- Bed and Breakfast/Guest Houses/Guest Farms
- Backpackers & Hostelling/Caravan and Camping sites
- Lodges
- Self Catering
- Hotels
- National Parks and Resorts

**2. Tour Operators**

- Tour Operators operating locally, nationally or across the borders for less than five years.
- Tour Operators operating locally, nationally or across the borders for more than five years.

**3. Tourist Guides**

- National Guides
- Provincial Guides
- Site Guides

**4. Tourist attractions**

- Museums
- Heritage sites

**5. Ambassadors**

**6. Information Bureau's**

**7. Filling stations – including Rest Rooms**

**8. Car Rental Companies**

**9. Transport companies**

**10. Restaurants**



## **JUDGING CRITERIA PER CATEGORY**

Entrants will be evaluated on their ability to identify and meet these expectations. All categories to meet BEE requirements as presented in the Broad Based-Black Economic Empowerment strategy of the Department of Trade and Industry:

### **1. Accommodation:**

- Only star graded establishments are eligible for entry
- The annual star grading assessment will be used as one of the opportunities to evaluate an entry
- Uniqueness and value of contribution
- Innovation and creativity
- Marketing strategies used for promotion
- Product and quality of management and customer service excellence
- The establishments ability to make the guest feel welcome, acknowledgement, friendliness, reservation procedure, willingness to provide information to the guest, staff behavior, safety and security
- Lasting impression on arrival and departure

### **2. Tour Operators:**

- Entrants need not be a SATSA member but must meet SATSA membership standards
- Entrants must be in operation for more than 2 years
- Entrants must prove that that all requirements are met to be a Tour Operator
- Entrants must prove that they have passenger and general liability insurance

### **3. Tour Guides:**

- Only registered Tour Guides may enter
- Must be in operation for more than 2 years
- As part of the submission entrants are required to explain how they have contributed positively to the Social/Economic upliftment to a disadvantaged community

### **4. Tourist attractions:**

- Demonstrate that tourism is clearly its core business
- Be a member of a recognized local or regional tourism organization
- Be open on weekends and 3 other days of the week, including public holidays at least between 10am-5pm
- Opening hours clearly displayed if not open 7 days a week at the entrance of the property and in all promotional collateral
- Have appropriately trained visitor contact staff
- Clean and well maintained
- Safety and security

### **5. Ambassadors:**

- Outstanding contribution by an individual / corporate to promote tourism in the Northern Cape (i.e. individuals who are not directly employed to do so)
- Extent of publicity generated
- Contribution towards ensuring a creative and vibrant tourism industry
- Uniqueness and value of contribution
- Inspiration and example to the broader community
- Environmental management ethics and actions
- Spreading of tourism to non-traditional tourism areas



## 6. Information Bureaus:

- Number and growth of physical and telephonic enquiries handled
  - Quality of information maintained, products offered and promotional material produced
  - Quality of office managements systems, including technology
  - Innovation and creativity
  - Staff attitude and communication skills towards tourists
  - Willingness to provide information
  - Signage visibility, hours clearly displayed
  - Visitor book comments and feedback will be advantages
- ❖ These criteria will be applied in relation to the size of the tourism industry in the area

## 7. Filing stations – Rest rooms:

- The cleanliness and maintenance and comfort of the restroom both the exterior and interior
- The facilities and amenities of the restrooms
- Disability friendly
- Staff attitude and communication skills towards the customer
- Clear signage
- Safety and security
- Customer relations of the petrol attendants

## 8. Car rental companies:

- Acknowledgement of, and approach to the client, friendliness
- Willingness to provide information
- The reservation procedure
- Quality of service
- Exceeding customer expectations at every interface both internal and external
- Interact with all customers with empathy and humanity
- Vehicle to meet customer needs and exceed expectations, cleanliness, vehicles to be excellent working order

## 9. Transport companies:

- Acknowledgement and approach towards the tourist/ passenger
- Punctuality and communication thereof
- Cleanliness. maintenance, comfort, safety and compliance measures, first aid facilities on board
- Quality of service upon reservation

## 10. Restaurants:

- Staff friendliness, personal appearance, behavior, communication skills knowledge of food and beverages offerings
- Compliance measures adhered to
- Level of hygiene, eating areas, kitchens, and restrooms, quality of food offering
- Quality of service, efficiency
- The ability to determine special needs and requirements
- Table appearance and ambience



# ENTRY FORM

Entry forms to be submitted in English and is available on- line at [www.northerncape.org.za](http://www.northerncape.org.za)

In order to qualify for the awards programme, complete the entry form and submit it with a company / business profile before Monday, 11 August 2008 to:

**The Northern Cape Tourism Authority**  
**Attention: Northern Cape Tourism Service Excellence Awards,**  
**Private Bag X 5017,**  
**Kimberley, 8300,**  
**Tel: +27 53 833 1434/ +27 53 832 2657**  
**Email: [northerncapetourism@telkomsa.net](mailto:northerncapetourism@telkomsa.net)**

Name of Individual / Business / Organization: .....

Physical Address: .....

Suburb:..... Town: .....

Region :..... Code: .....

Landline telephone dialing code: ..... Number: .....

Mobile telephone number: .....

Fax dialing code:..... Number:.....

E-mail address:..... Website (if any):.....

Contact name: .....

Date: .....

**AWARD CATEGORIES:** *(tick applicable block)*

- |                         |                          |
|-------------------------|--------------------------|
| 1. Accommodation        | <input type="checkbox"/> |
| 2. Tour Operators       | <input type="checkbox"/> |
| 3. Tourist Guides       | <input type="checkbox"/> |
| 4. Tourist attractions  | <input type="checkbox"/> |
| 5. Ambassadors          | <input type="checkbox"/> |
| 6. Information bureaus  | <input type="checkbox"/> |
| 7. Filling stations     | <input type="checkbox"/> |
| 8. Car Rental companies | <input type="checkbox"/> |
| 9. Transport companies  | <input type="checkbox"/> |
| 10. Restaurants         | <input type="checkbox"/> |



## **REQUIREMENTS FOR ENTRY**

*Applicable to Award categories 1, 2, 3, 4:*

1. **Describe your project / business in terms of its history, growth and nature, accolades etc.** (not more than 200 words)
2. **Motivate why your entry should be considered to win this award** (not more than 200 words).
3. **Indicate how you apply the following concepts in your project / business:** (not more than 200 words)
  - Community involvement
  - Promotion of business to clients, users and customers
  - Generation of finances and finance sustainability
  - Maximizing job creation
  - Environmental sustainability
  - Improving service to tourists
4. **How do you see the future, what would you like to achieve in the next five years**  
(Not more than 200 words)

*Applicable to categories 5-6*

- **Profile of individual / corporate nominated** (not more than 200 words)
- **Motivation for nominating this person / corporate** (not more than 200 words)
- **Attach supportive material** (e.g. photographs, media clippings – if any i.e. newspaper or magazine coverage, etc.)

Nominated by: .....

Signed: .....

Name: .....

Nominee's employer (name of organization): .....

Position held at Nominee's organization: .....

Date: .....

I hereby declare that the information given is correct to the best of my knowledge. I agree to my entry being publicized at the discretion of the conveners of the awards programme and to assist the conveners in associated publicity activities. I agree that all decisions made by the conveners and the judging panel are final and binding in all respects and matter relating to "The Northern Cape Tourism Awards".

### **KINDLY NOTE**

- Short-listed candidates will be selected on the basis of their Entry forms. The short-listed candidates will be visited by an official
- On the basis of the official guest's feedback, semi-finalists will be selected then visited by a mystery guest.
- The mystery guest's evaluation will be used to select finalists for the Award ceremony in May.
- If the nominee has not heard from the organizers by ..., your entries have unfortunately been unsuccessful – but please re-apply in 2009!
- Keep watching the newspapers for further information on the 2008 and 2009 Awards...



## **PRIZES AND RECOGNITION**

- **An exclusive trophy and certificate will be presented for marketing purposes**
- **A feature in the local newspapers and exclusive on-line banner**
- **Over R 160 000 value in print and electronic advertising**

## **TERMS AND CONDITIONS FOR THE NORTHERN CAPE TOURISM SERVICE EXCELLENCE AWARDS 2008**

- Entrants may be required to make information about their clients available for judging purposes.
- Only completed forms will be considered. Forms must be completed in black ink and must be neat and legible.
- Entries must be posted to: Northern Cape Tourism Authority, attention: Northern Cape Tourism Service Excellence Awards, Private Bag X 5017, Kimberley, 8300 or hand delivered to 15 Dalham Road, Belgravia, Kimberley or submitted on-line to: **[northerncapetourism@telkomsa.net](mailto:northerncapetourism@telkomsa.net)** and to **[ameera.ncta@telkomsa.net](mailto:ameera.ncta@telkomsa.net)**
- Copies of all supporting documentation to accompany the entry form as original documentation will not be returned.
- The judge's decision is final and no correspondence will be entered into.
- Entrants must agree to be visited by an official mystery guest.
- Should an entrant be nominated by someone else, a valid motivation must be submitted with the nomination.
- The prizes are not transferable.
- The winners will be announced at the Awards ceremony in September 2008 and must be available to attend the event.
- Winners in categories applicable to that of South African Tourism will automatically qualify for entry into the National South African Tourism Welcome Awards 2009.
- The category winner must be available for marketing purposes, including media interviews.
- Entry forms can be downloaded from the Northern Cape Tourism website: **[www.northerncape.org.za](http://www.northerncape.org.za)**
- Entry forms may be posted, hand delivered or submitted on-line. Faxed and photocopied entries will not be accepted.
- The judges reserve the right to reduce the number of candidates selected to ensure fairness and representation.

