GUIDELINES & NOMINATIONS
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The major objectives of the National Tourism Service Excellence Awards are:

- To recognize & reward tourism entities that continually achieve sustained levels of excellence in customer service delivery
- Recognize individual workers who continue to surpass normal customer service delivery standards
- To select, showcase and award the Best in Service Excellence in order to establish internal benchmarks for all the categories of business in the Tourism sector
• To evaluate the service being provided within the industry and serve as a mechanism to encourage tourism entities to improve customer service delivery

NOMINATION DEADLINE

NOMINATIONS WILL BE ACCEPTED UNTIL 4:00PM LOCAL TIME FRIDAY, SEPTEMBER 25, 2015

NOMINATION FORMS

Nomination forms must be completed in full. Typed applications are preferred: handwritten nominations must be legible. Completed nomination forms must be signed and returned in original hard copy to a TPDCo office on or before the deadline. Receipts will be issued as proof of submission, faxed or e-mailed nominations will not be accepted.

Nomination packages are available from the headquarters and regional offices of the Tourism Product Development Company and on line at http://www.tpdco.org

Nomination Booklets available Island-Wide In:

TPDCO OFFICES IN

KINGSTON
The Tourism Centre 4th Floor
64-70 Knutsford Boulevard, Kingston 5
Tel: 968-3441: 968-1909: 968-3626-

MONTEGO BAY
Block G
Montego Convention Centre
Montego Bay, St. James
Tel: 979-7987-8; 940-0374

OCO RIOS
Office #3
Ocean Village Shopping Centre
Ocho Rios
Tel: 974-7705

SOUTH COAST (MANDEVILLE)
The Ashlar
Suite #5, 71 Manchester Road
Tel: 603-4782-3
NOMINATION PROCESS

Rules and Regulations

Eligibility Criteria

Nominations for Individuals are to be based on the following:

- The nominee must be a full or part-time employee that interfaces directly with visitors in a licensed tourism entity.
- Where the nominee is not directly employed in a licensed tourism entity, proof should be provided to verify their interaction with tourists and their positive impact on the tourism industry.
- Only if the person is self-employed are self-nominations are permitted
- Persons employed to organizations are not allowed self-nominations; however nominees must agree to be nominated.
- Nominations should be based on the individual’s career in the tourism industry.
- Individuals nominated who have received Team Jamaica® Training will be given bonus points.
- Resort Boards, River Rafting Association and other industry entities may send forward nominees

Nominations for Organizations/Businesses are eligible based on the following:

- Organizations/businesses are allowed to nominate themselves.
- Nominations should be based on historic and current activities of the operation.
- Organizations nominated must, in their operations, interact with visitors and have an opportunity to impact on the visitors’ experiences.
- Where applicable, organizations/businesses nominated must have a Jamaica Tourist Board License. Other entities must have the requisite license/permit; the license must be current. All persons employed to the organization must have up-to-date and relevant licenses/permits.

Nominations will be accepted from the following fields:

- Accommodation (properties and staff at properties including hotels, villas, apartments & guest houses)
- Attractions and Places of Interest (staff and business entities)
- Ground Transportation and Tour Operation (drivers, other staff and business entities)
- Craft markets/craft vendors
- Customs Officers
- Immigration Officers
- Red Cap Porters
- Airport Staff
- Special categories (includes those persons who are not employed to or cannot be categorized in any of the above, but who contribute to tourism through exceptional service)
Terms and Conditions

By submitting an entry into the National Tourism Service Excellence Awards, participants agree to be bound by the following terms and conditions:

- The closing date for receipt of entries is 4pm Friday 25th September, 2015.

- Businesses can enter more than one category, but separate entry forms and supplementary information must be completed for each.

- Please note that by being a winner at the regional level the business automatically becomes a finalist at the national level.

- By entering the Awards, the entity/person agrees to be part of the publicity if you are a finalist in any category.

- The judges’ decisions are final and they cannot enter into discussion about the shortlisting process, choice of finalists or winners.

- In the event of any dispute regarding the awards criteria, application forms, judging process or any other matter relating to the awards, the decision of the panel of judges and organizing committee shall be final and no correspondence or discussion shall be entered into.

- All businesses/individuals entering the competition will be given written feedback from the judges.

Awards Criteria

As the Jamaica Hotel and Tourism Association (JHTA) also host its own awards, acknowledging excellence among its members, all efforts were made to prevent duplication of awards. The category of awards issued by the JHTA are: Hotel Manager of the Year; Attraction of the Year; Tourism Employee of the Year; Abe Issa Award for Excellence of the Year; Life-time achievement; Hotel Employee of the Year; Hotelier of the Year and Allied Member Services Awards for Purveyor of the Year, Local Transporter of the Year and International Airline of the Year.

For the purposes of the National Tourism Service Excellence Awards, recognition will be given to organizations and individuals who satisfy the judging criteria.
Organization Awards
Awards going to businesses/organizations will be issued both at the regional and national level:

1. **Best Hotel**
   This award is aimed at organizations classified as hotels, which by local industry definition are those entities with no less than ten bedrooms and provide meals and central dining. There will be three (3) sub-awards in this category by virtue of the size of the business: Large – 100 rooms and up; Medium – 51 – 99 rooms; and Small – 10 – 50 rooms.

2. **Best Attraction**
   This award is targeted at businesses in the area of tourism attractions; which by industry standards are any type of natural or man-made entity that offers horticultural, cultural, historical, equestrian, aquatic or aerial activities for reward or profit.

3. **Best Ground Transportation**
   This award is aimed at entities which provide local, on the ground transportation to tourists using motor vehicles, bikes, bicycles, buses, etc.

4. **Best Water Sports Operator**
   This award is for tourism enterprises which offer water sports experiences to its customers.

5. **Best Other Tourism Enterprise, Sports & Experiences**
   This award is for businesses offering Tourism Experiences that are not easily definable under the more general awards headings of the other categories. The ‘Experience’ should be of a significant nature and may relate to a specific activity, or a special package offering. Any tourism enterprise that provides an outstanding unique experience for its customers may be eligible enter.

Individual Awards
Provided enough entries are received from each resort area, each award listed below will be awarded at the regional and national level:

1. **Best Craft Vendor**
   This award is for persons who offer goods for sale that are identified as indigenous craft produced locally.

2. **Best Tour Operator**
   This award is for persons who display exceptional service in the area of organizing and arranging visits to places of interest which may involve the use of motor vehicles, bicycles, bikes and other modes of transportation.
3. **Best Taxi Operator**
   This award is for taxi operators who transport tourists via a licensed operating company such as JUTA or as an independent - on a full-time or part-time basis. A significant portion of their daily activity must be transporting customers who are tourists.

4. **Best Raft Captain**
   This award is limited to persons who provide tours to customers via rafting.

5. **Best Attraction Employee**
   The award covers persons employed to venues that are classified as attractions by industry standards and offers tours and other activities as part of its overall visitor experience. Individuals will be judged on the overall quality of the experience they provide.

**Additional Awards**

The additional awards listed below will only be awarded at the national level. Finalists will be selected from applicable candidates from the individual and organization nominees:

1. **Most Responsible Accommodation**
   This award will be awarded to an urban/rural accommodation which has implemented community outreach ventures, environmental conservation, cultural preservation and social & economic contributions.

2. **Most Responsible Tour Operator**
   This award will open to all categories of operators. Applicants may be accepted from tour operators and other general attractions.

3. **Most Responsible Attraction**
   This award will be awarded to an urban/rural attraction which has implemented community outreach ventures, environmental conservation, cultural preservation and social & economic contribution.

**Judging**

The judging process for the Individual and Organization awards is as follows:

- The first stage of judging is based on evaluations of written applications and the accompanying supporting documents may be submitted on-line but can also be submitted in hard copy to the regional office.
- Based on the number of entries in each of the award categories, a shortlist is selected from each region (two shortlisted entrants from each region – representing the finalist from the different regions). In some cases shortlisted candidates may emerge simply from the judges’ examination of the written application. Some entrants may receive further judging through mystery shopping either by telephone, email or site visit. Businesses will be notified if they are finalist by mid-October.
From this an overall winner will be selected for each region. The region winners will then automatically be the finalists in the national level of the award. One winner will be selected at the national level and awards of high commendations may be issued at the discretion of the judges.
NOMINATION FORMS

Individual Nomination Form

<table>
<thead>
<tr>
<th>Information for Applicant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please indicate which area of the Tourism National Awards you are sending forward a nominee for:</td>
</tr>
<tr>
<td>□ Best Craft Vendor</td>
</tr>
<tr>
<td>□ Best Tour Operator</td>
</tr>
<tr>
<td>□ Best Taxi Operator</td>
</tr>
<tr>
<td>□ Best Raft Captain</td>
</tr>
<tr>
<td>□ Best Attraction Employee</td>
</tr>
</tbody>
</table>

All organizations (this includes Resort Boards) that send forward an individual nominee will be advised of the judges’ scores and how these compare with maximum scores in the category. Initial judging will be based on the information provided within the application form and other information sources. Candidates will be visited through mystery shop. All entrants will receive feedback which will be sent to the contact person from the organization.)
<table>
<thead>
<tr>
<th>Information on Nominee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please indicate the relevant tourism industry and other standards and regulations your organization currently holds (please tick the applicable and appropriate boxes):</td>
</tr>
</tbody>
</table>

- [ ] Jamaica Tourist Board License
- [ ] Team Jamaica Certificate
- [ ] Food Handlers’ Permit (where applicable)
- [ ] Other (please specify all required certifications, e.g. swimming pool permit)

Please tick the type of supporting documents being submitted with this nomination:

- [ ] copies of certificates, licenses or permits (specify each with expiry date)
- [ ] testimonial letters – (minimum of 2, maximum of 4 persons)
- [ ] photographs/slides/videos
- [ ] articles/brochures
- [ ] copies of awards/citations
- [ ] other (please specify): ________________________________

<table>
<thead>
<tr>
<th>Nominee Details (Individual being nominated):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title: [ ] Mr.  [ ] Ms.  [ ] Mrs.  [ ] Dr.  [ ] Other: ____________</td>
</tr>
<tr>
<td>Full Name: ____________________________________________</td>
</tr>
<tr>
<td>Post/Title: ____________________________________________</td>
</tr>
<tr>
<td>Organization/Business Name: ____________________________</td>
</tr>
<tr>
<td>Type of tourism organization: ____________________________</td>
</tr>
<tr>
<td>Address: ____________________________________________</td>
</tr>
<tr>
<td>Email Address: ________________________________________</td>
</tr>
<tr>
<td>Contact Name and Position: _____________________________</td>
</tr>
<tr>
<td>Telephone Number: _________________________________</td>
</tr>
<tr>
<td>Resort area:  [ ] Montego Bay  [ ] Ocho Rios  [ ] Negril  [ ] Kingston  [ ] South Coast  [ ] Port Antonio</td>
</tr>
</tbody>
</table>
## Section 1: Customer Service

Please give examples of how the individual ensures that the highest quality experience and outstanding customer service is provided to visitors. (max 300 words)

**Guide to Response**

In your answer consider the following:

- *Speak to individual’s attitude toward customers (e.g., poise, charm & courtesy)*
- *Shows initiative, going above and beyond the call of duty when dealing with customers*

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Describe in detail how as a team member the nominee strives to work with peers and supervisors to build team spirit, solve problems and contributes generally to the improvement of the work environment (250 words).

**Guide to Response**

In your answer consider the following:

- *Speak to individual’s attitude toward coworkers (e.g., team spirit & respect for authority)*

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On a scale of 1 to 5, with 1 being the lowest and 5 being the highest, how would you rate the individual’s general deportment (poise, personality, courtesy, charm)

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
</table>

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## Section 2: Capacity Building

Please give details of any job sector knowledge and skills improvement programmes taken by the nominee (250 words).
**Section 3: Creativity & Innovation**

Please give examples of how the individual has created or contributed significantly to any innovative service or product that has improved the business (250 words)

**Guide to Response:**
In your answer consider the following:
- Any ‘first-of-the-kind’ or pioneering service or product influenced by the nominee
- Willingness to make suggestions

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**Section 3: Standards**

Describe how the individual’s performance meets industry and internal quality and operating standards (250 words).

**Guide to Response**
In your answer think about the following:
- Nominee’s compliance with all applicable certification, safety environment

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**Section 4: Sustainability**

Outline the contributions the individual makes toward community conservation and sustainability and the preservation of heritage, in and out of their work environment (250 words).

**Guide to Response**
In your answer consider the following:
- Show how the individual is engaged in or contributes to effective environmental management practices (e.g., energy, water)
- Outline how the individual promotes environmental awareness through an active process among clients, staff and community
END OF APPLICATION
Organization Nomination Form

<table>
<thead>
<tr>
<th>Information for Applicants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please indicate which area of the Tourism National Awards you are applying for:</td>
</tr>
<tr>
<td>Best Hotel: □ Large (100 rooms &amp; up) □ Medium (51-99 rooms) □ Small (10 – 50 rooms)</td>
</tr>
<tr>
<td>□ Best Attraction</td>
</tr>
<tr>
<td>□ Best Ground Transportation</td>
</tr>
<tr>
<td>□ Best Water Sports Operator</td>
</tr>
<tr>
<td>□ Best Other Tourism Enterprises, Sports and Experience</td>
</tr>
</tbody>
</table>

All entrants will be advised of their judges’ scores and how these compare with maximum scores in the category. Initial judging will be based on the information provided within the application form along with your website and other information sources. Approximately two businesses will be shortlisted from each resort area for each category. All non-short listed entrants will receive feedback. Short listed businesses will be visited (mystery shopped where possible). All entrants shortlisted for National Awards will be informed.
Nominee Information (Organization/Business being nominated)

Business Name: ________________________________________________________________
Address: ______________________________________________________________________
Telephone number: _____________________________________________________________
Email: _______________________________________________________________________
Website address: ______________________________________________________________________
Facebook: _______________________________________________________________________
Twitter: _______________________________________________________________________
Other social media: ______________________________________________________________________
Contact Name and Position: __________________________________________________________
Public Relations Contact (if different): __________________________________________________

Resort area: □ Montego Bay  □ Ocho Rios  □ Negril  □ Kingston  □ South Coast  □ Port Antonio
Number of persons employed to organization: Full time _________ Part time _________

Organization/Business Details

Please indicate the relevant tourism industry and other standards and regulations your organization currently holds
(please tick the applicable and appropriate boxes and state expiry dates):

□ Jamaica Tourist Board License
□ Team Jamaica Participating entities (state percentage of staff certified) ______
□ Public Health Certificate
□ Food Handlers’ Permit (Where applicable)
□ Fire Safety Certification
□ Public Liability Insurance (give examples)
□ Other (please specify all required certifications, e.g.. swimming pool permit)
__________________________________________________________
__________________________________________________________
__________________________________________________________

Please tick the type of supporting materials being submitted with this nomination:
□ copies of certificates, licenses or permits
□ testimonial letters – (minimum of 2, maximum of 4 persons)
□ photographs/slides/videos
□ articles/ brochures
□ copies of awards/citations
□ other (please specify): ________________________________________________________
Section 1: Visitor Numbers

Please provide your visitor numbers for the last 12 months and how this compares to the previous year?

<table>
<thead>
<tr>
<th>Total visitor numbers for year</th>
<th>Last 12 Months</th>
<th>Previous year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors during Winter season (December- April)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitors during Summer-season (May- November)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What percentage was repeat business, if known?</td>
<td>%</td>
<td>%</td>
</tr>
</tbody>
</table>

Section 2: Customer Service

Please describe how your organization provides exceptional service with respect to your specific type of business. (max 300 words)

Guide to Response
In your answer consider the following:

- Customer care and welcome (for e.g., how your organization deals with bookings and complaints)
- Facilities and services provided
- How your organization differentiate itself from others in the industry

Section 2: Accessibility

Briefly outline ways in which the organization caters to the needs of special groups (for e.g. children, elderly, persons with special needs, foreign language speakers etc.) (max 250 words)

Guide to Response
In your answer consider the following:

- Changes implemented by your organization to cater to the needs of these groups
- Give examples of how your organization looks after guest who speak a foreign language and persons with special needs
- How you inform and promote the accessibility of the organization’s premises
Section 3: Staff Training and Development

Please give details of staff training and development activities during the past two (2) years (max 200 words)

Guide to Response
In your answer consider the following:

- Total number of staff trained and areas of training
- Types of training you/your staff have attended
- How your staff remain motivated and feel part of the team

Section 3: Marketing and Innovation

Please describe your target market and explain briefly how you attract new and repeat business, including any innovative promotional campaigns and what impact they have had. (max 250 words)

Guide to Response
In your answer think about the following:

- Your marketing plan, marketing materials- promotional campaigns, online marketing activity
- How you engage with your customers and social media online e.g. replying to Tripadvisor ratings
Section 4: Sustainability

In no more than 250 words, give a description of the initiatives or ‘responsible’ operations of the organization.

Guide to Response

In your answer consider the following:

• How you encourage guests and employees to act in responsible manner and how you promote this
• How you support your local economy, e.g., buying local produce, services, suppliers, employment, Corporate social responsible (CSR) initiatives
• Environment- managing water, energy and reducing waste