

FACET Golden Guide Award Toolkit

In 1998 The Forum Advocating Cultural & Eco Tourism Inc. (FACET) initiated and developed the FACET Golden Guide Award. The aim of the Award is to acknowledge individual excellence in tour guiding and raise the profile of this important profession. This category recognises the significant contribution quality tour guides make in providing memorable experiences to visitors through interpretation of the natural and cultural environment in a responsible manner. It is designed to encourage individual tour guides to create and deliver innovative, accurate, authentic and inspiring tours that will enhance tourism product and enrich the visitor experience.

<i>Question 1. OVERVIEW OF THE NOMINEE (0 points)</i>		
A	Provide a brief history of your career in tour guiding. Include your understanding of being an interpretive guide and highlight your outstanding attributes that enhance your guiding.	With a focus on yourself, discuss how you arrived at your current career as a tour guide. You should briefly highlight your outstanding guiding attributes.
B	Include a brief description of your current employment/volunteer work.	Provide a description of your current work as a tour guide and suggest why/why not, this position will be a focus for your application.
<i>Question 2. TOUR PLAN OF NOMINEE (30 points)</i>		
A	Provide an overview of the tour; include information such as: type of tour, group size, location, duration, frequency and the involvement of other people; Value: 10%	There are several parts to this question. Make sure you cover all of them. Provide clear and concise details. The judges of this award may not have experience your tour, therefore provide enough detail for them to get the picture. You can add images if you wish, whilst they are included in the page length unless you place them as Appendix at the end of the submission. Approx 1 ½ pages.
B	Give details of the objectives of the tour; what is the target audience and what messages and stories you use to create the visitor experience Value: 20%	This question begins to explore your unique and outstanding approach to guiding. Describe your target audiences and explain the key visitor experience you hope to achieve. Share your messages (themes) and stories you use to develop the message and tell us how they combine to create the desired visitor experience. <i>Objectives are measurable, observable, realistic, clear and specific. Themes are the take home message of your tour, and should be able to be expressed in just one sentence.</i> Approximately 3 pages

Question 3. TOUR DELIVERY (30 points)

A	<p>Give details of any innovations in design and presentation techniques that you use to create a special, distinctive and memorable experience for clients.</p> <p>Value: 15%</p>	<p>There are 2 parts to this question. Both should be answered. You are encouraged to include both the use of aids and technology as well as creativity in presentation.</p> <p>Design Innovation (5%)</p> <ul style="list-style-type: none"> • Special • Distinctive • Memorable <p>Approx ¾ page.</p> <p>Innovative Presentation techniques (10%)</p> <ul style="list-style-type: none"> • Special • Distinctive • Memorable <p>Approx 1 ½ pages</p>
B	<p>Give examples of how your tour promotes sustainability, with a focus on at least two of: cultural; social; or environmental; approaches.</p> <p>Value: 15%</p>	<p>There are 3 parts to this question. Please respond to each part.</p> <p>Sustainable Tourism takes a triple bottom line approach with an aim to balance economic, social & cultural and environmental needs. Provide a discussion showing how you as a tour guide support this approach. You could look at how you: - (5%)</p> <ul style="list-style-type: none"> • Support the local economy; • Involve the local community in your tour; • Encourage visitors on your tour to be sustainable • Promote sustainability for yourself and your business/organisation <p>Approx ¾ page</p> <p>Provide further details with a focus on two of the following:- (5% each)</p> <ul style="list-style-type: none"> • Cultural approaches • Social approaches • Environmental approaches <p>Approx ¾ page.</p>

Question 4. EVALUATION & CUSTOMER SERVICE (30 points)

A	<p>Explain how you evaluate and ensure a standard of quality in your customer service. Provide evidence of customer satisfaction e.g. letters of appreciation, visitor book comments, surveys etc. <i>(This can be an addition to the 15 page submission)</i></p> <p>Value: 10%</p>	<p>In terms of feedback, please try to provide specific examples, supported with evidence. Your evaluation may include</p> <ul style="list-style-type: none"> • Surveys. • Observation. • Customer history. • Data collection. • Feedback etc. • Customer feedback. • Mystery shoppers/unscheduled check-ups. • Discussing feedback at regular meetings and actioning. • Complaint handling procedures. <p>Approx 1 ½ pages.</p>
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B	<p>Discuss the kind of changes / improvements you have made to your tour, as a result of this feedback.</p> <p>Value: 10%</p>	<p>This question requires that you provide examples of feedback and indicate the changes/improvements that you made as a direct response to the feedback. If you don't have any written feedback, please be very clear about the feedback that instigated the change.</p> <p><i>Remember, every guide will receive criticism at some stage – this question is not interested in the negative feedback, rather your response to it.</i></p> <p>Approx 1 ½ pages.</p>
C	<p>How do you identify and provide for people with special needs? (specific needs could include language, physical, intellectual)</p> <p>Value: 10%</p>	<p>Part one; how do you recognize what specific needs are required by your customers for example:</p> <ul style="list-style-type: none"> • Do you discuss when bookings are made? • Special request on your web site? <p>Part two; Once you have acknowledged what their specific needs are how do you go about meeting these needs for example:</p> <ul style="list-style-type: none"> • Designated group's person. • Multilingual staff. • Special needs individuals. <p>Needs include: families/children, business travellers, physical and intellectual disabilities, smokers, dietary requirements, language.</p> <p><i>You may find providing examples a good way to demonstrate your response to special needs.</i></p> <p>Approx 1 ½ pages.</p>
<p>Question 5. IMPROVING SKILLS (10 points)</p>		
A	<p>How do you continue to improve your guiding knowledge and skills?</p> <p>Value: 10%</p>	<p>In this question, we are looking for your approach to Tour Guiding career development. It may be in terms of specific training opportunities such as</p> <ul style="list-style-type: none"> • In-service training conducted during work schedule. • Weekly/Monthly training meetings. • External professional run programs. • Refresher programs. • One on One mentoring and development programs. <p>Or it may be in the form of networking and local input.</p> <p>This is a very important question and should be clear and concise</p> <p>Approx 1 ½ pages.</p>