

Tourism Service Excellence Award 2008

Guidelines

TOURISM SERVICE EXCELLENCE AWARD 2008

NOMINATION INFORMATION AND GUIDELINES

(CLOSING DATE: SEPTEMBER 1, 2008)

AWARD OVERVIEW

The Ministry of Tourism will, for the first time, recognize and reward the people and organizations that exemplify service and the enhancement of the visitor experience that results in a high degree of visitor satisfaction, with the 2008 Service Excellence Award.

One of the most important components of the visitor experience is the quality of the interface between the visitor and the tourism worker, and their experience with tourism services. Quality customer service delivery at every entity is integral to continue growth in the tourism sector. The Tourism Service Excellence Programme (TSEP) is geared toward promoting performance excellence within Jamaica's tourism industry. Its strategic focus is about 'winning' every day in the marketplace with high-performing, high-integrity and ethical workers and businesses.

The major objectives of the TSEP are to:

- (1) recognize and reward tourism entities that continually trains and motivates staff to achieve excellence in customer service delivery;
- (2) recognize individual workers who have and continue to surpass customer service delivery standards; and
- (3) to select, showcase and award the Best in Service Excellence

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.
- Self nominations are not eligible, however, nominees must agree to be nominated.
- Nominations should be based on the individual's career in the tourism industry.
- Individuals nominated must have received **Team Jamaica® Training**.

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 JTB 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.

Applications will be accepted from the following fields:

- Customs Officers
- Immigration Officers
- Red Cap Porters
- Airport Staff
- Ground Transportation and Tour Operation (*drivers, other staff and business entities*)
- Accommodation (*properties and staff at properties including hotels, villas, apartments & guest houses*)
- Entertainers/Entertainment Facilities (*performers and facilities that provide entertainment*)
- Craft markets/craft vendors
- In-bond / Duty-free shops
- Souvenir / novelty shops
- Restaurants (*from formal dining to casual wayside eateries*)
- Attractions and Places of Interest (*staff and business entities*)
- Information hubs, rest stops and travel halts
- Museums, galleries and parks
- Special personalities (*includes those persons who are not employed to or cannot be categorized in any of the above, but who contributes to tourism through exceptional service*)

NOMINATION DEADLINE

Nominations will be accepted until 4:00 p.m. local time on **Monday, September 1, 2008.**

NOMINATION FORMS

- Nomination forms must be completed in full;
- Typed applications are preferred; handwritten nominations must be legibly completed in BLOCK CAPITALS / CAPITAL LETTERS;
- Completed nomination forms must be signed and returned in original hard copy to any 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. TPDCo offices are located island-wide in:

KINGSTON:

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

OCHO RIOS:

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

MONTEGO BAY:

Cornwall Beach Complex
Montego Bay
Tel: 979-7987

PORTLAND:

Errol Flynn Marina
Ken Wright Drive, P.O. Box 188
Port Antonio
Tel: 715-5324; 715-5400

NEGRIL:

Office # 2
Times Square Plaza,
Negril
Tel: 957-9314

SOUTH COAST (Mandeville):

Shop # 7 Hatfield Plaza
Hatfield, Mandeville
Tel: 603-4782-3

FALMOUTH:

1 Trelawny Street.
Tel: 617-0778

Important Note:

Form A to be completed for **Individual nominations** ONLY.

Form B to be completed for **Tourism Organization / Business nominations** ONLY.

JUDGING PROCESS

All nominations received by the deadline date will be reviewed and evaluated by a panel of tourism industry representatives.

The panel will develop a short-list for each resort area for nominees whose contributions are considered the most significant.

Short-listed nominations will be thoroughly verified / validated by anonymous visits to assist with final judging.

FINALIST RECOGNITION

Awards will be presented to the chosen top individual and organization in each of the six (6) resort areas:

- Montego Bay
- Ocho Rios
- Kingston Metropolitan Area
- South Coast
- Port Antonio
- Negril

The winners will be honoured at an Awards Ceremony. Certificates of commendation / merit will be presented to the runners-up.

Finalists will also receive publicity through local and overseas public relations and media communication.

SUPPORTING MATERIALS

Supporting materials for the nomination are not mandatory and have no points assigned to them. They will be used to augment or clarify information provided in the nomination and may be useful in situations where nominations are deemed to be very close in merit by the panel of judges.

Important note: Materials submitted will NOT be returned

SELECTION CRITERIA

The following represents the criteria that the judges will use to determine the selection of short-listed and subsequently winning nominees.

The Tourism Service Excellence Award will be granted to individual workers and organizations/businesses that have contributed to the enhancement of quality customer service in the destination by having achieved or done most, if not all of the following:

1. complied with all relevant tourism industry and other standards *(received and maintained up-to-date permits, licenses etc. as required by law)*
2. shown exceptional initiative by 'going above and beyond the call of duty' *(consistently/ contributed done more than the actual job/business function)*
3. demonstrated continuous improvement in service delivery and attention to customer satisfaction *(tried to find a way to do things better, and continually sought to improve service by asking others for feedback or recommendations and implementing them when possible)*
4. engaged in continuous skills upgrading *(sought out training opportunities, personal and professional development courses etc. to upgrade skills and knowledge)*
5. contributed to the enhancement of Jamaica's tourism product by creating innovative or unique products and services and/or niche products/services *(provided special, unique, not-seen-before products or services; products/services that would appeal to a specific group/niche)*
6. demonstrated environmental responsibility *(implemented activities or projects that reduced negative impacts on the environment in the workplace and/or the community)*

ADDITIONAL NOMINATION GUIDELINES

Please review the selection criteria and use the statements attached to them to guide you in preparing the descriptive portion of your nomination.

The descriptive portion (*Narrative on Excellent Customer Service*) of the nomination should provide specific examples and details of what the candidate has done that highlights any combination of the selection criteria. Information provided in the descriptive portion of the nomination should clearly demonstrate the reasons for the nomination.

General statements such as: “The nominee has a pleasant personality”, “the nominee is a seasoned professional”, or “the nominee is always helpful” should be avoided as they do not provide the specific information necessary for ranking nominees.

NOMINATION CATEGORY

Individual

Please complete **Form A**

Tourism Organization/Business Entity

Please complete **Form B**

REFERENCES

Each nomination must be supported by a minimum of one (1), and not more than three (3) signed references. References may include, but are not limited to:

- (1) Clients
- (2) Members of Parliament (M.P.)
- (3) Justices of the Peace (J.P.)
- (4) Members of the local Chamber of Commerce & Industry
- (5) Members of tourism associations (JHTA, JAVA, AJAL, JUTA, JCAL, MAXI etc.)

The reference must be well acquainted with the nominee and of their performance and contribution for at least two (2) years.



Tourism Service Excellence Award 2008

Nomination Booklet

TOURISM SERVICE EXCELLENCE AWARD 2008

Nominee Details (Individual being nominated)

Title: Mr. Ms. Mrs. Dr. Other: _____

Full Name: _____

Post/Title: _____

Organization/Business Name: _____

Address: _____

Email Address: _____

Telephone #: _____ Mobile phone #: _____

Type of tourism entity or grouping in which the individual works:

- Accommodation
- Airport
- Attraction
- Craft Market (Craft Vendor)
- Cruise Port
- Customs Officer
- Entertainer/Entertainment Facility
- Ground Transport/Tour Operator
- Immigration Officer
- In-bond/Duty-free shop
- Information Hub/Rest Stop/Travel Halt
- Museum/Gallery/Park
- Place of Interest
- Red Cap Porter
- Restaurant
- Souvenir/novelty shop
- Special personality (please specify the type/title of job) _____

FORM A - Individual Nomination



Resort Area Where Individual Works:

- Montego Bay Ocho Rios Negril
 Kingston Metropolitan South Coast Port Antonio

INFORMATION ON NOMINEE

Certification

The individual is currently certified according to relevant tourism industry and other standards and regulations (please tick the applicable and appropriate boxes):

- (a) Jamaica Tourist Board License (where applicable)
(b) Team Jamaica Certificate
(c) Food Handlers' Permit (Where applicable)
(d) Other (**List other possible certificates**):

Supporting Materials

Please tick () the type of supporting materials being submitted with this nomination:

- copies of certificates, licenses or permits
 testimonial letters – (Minimum of two persons, maximum of 4 persons)
 photographs/slides/videos
 articles/brochures
 copies of awards citations
 Reference Information
 other (please specify): _____

FORM A - Individual Nomination



Narrative on Excellent Customer Service

In this section, give details of the service(s) and the levels of service(s) provided by the nominee. Specific reasons for the nomination based on the selection criteria should be stated.

Additional sheets of paper may be used to complete this section. Each answer should have no more than 300 words.

- a.** Describe how the nominee shows interest and initiative by going above and beyond the call of duty when dealing with both internal and external customers. Comments received from guests and co-workers, and copies of referrals should be included where possible.

FORM A - Individual Nomination



- b.** Describe the achievements of the nominee in his/her pursuit to improve knowledge and upgrade skills through professional and personal development and responsiveness to client feedback. How has he/she achieved continuous improvements in service delivery and customer satisfaction?

FORM A - Individual Nomination



- c. Describe how the nominee has created products or implemented services that are creative, innovative and unique, and/or appeal to a niche market.

FORM A - Individual Nomination



- d.** Describe how the nominee contributes to his/her community, and/or participates in community activities. Give the names of community groups in which he/she is involved, where possible.

FORM A - Individual Nomination



- a. How does the nominee demonstrate environmental responsibility? Describe ways in which the nominee implements activities or initiates ideas that decrease negative impacts on the environment in the work place and in his/her community.

FORM A - Individual Nomination



DECLARATIONS

Nominator Details and Declaration (person preparing nomination)

Full Name: _____

Organization Name: _____

Address: _____

Telephone: _____ Mobile: _____

Fax: _____ E-mail: _____

I hereby declare that the information and supporting documentation provided in this nomination form is true and correctly reflects the performance and contribution of the nominee.

Full Name

Signature

Date

Nominee Declaration

I hereby declare that the information and supporting documentation provided in this nomination form is true and correctly reflects my performance and contribution to the tourism industry.

Full Name

Signature

Date

FORM A - Individual Nomination



Reference Details

Full Name: _____

Position in Organization: _____

Organization Name: _____

Address: _____

Telephone: _____ Mobile: _____

Fax: _____ E-mail: _____

Briefly state reason for endorsing this nomination:

Signature

Date

(Stamp or Seal)

TOURISM SERVICE EXCELLENCE AWARD 2008

Nominee Details (Organization/Business being nominated)

Organization/Business Name: _____

Name of Organization Head: _____

Title of Organization Head: _____

Address: _____

Telephone number(s): _____

Fax Number: _____ Email address: _____

Website: _____

Type of tourism entity:

- Accommodation
- Airport
- Attraction
- Craft Market
- Cruise Port
- Entertainment Facility
- Ground Transport/Tour Operator
- In-bond/Duty-free shop
- Information Hub/Rest Stop/Travel Halt
- Museum/Gallery/Park
- Place of Interest
- Restaurant
- Souvenir/novelty shop
- Security
- Other: (please specify): _____

FORM B - Organization/Business Nomination



Resort area where organization/business is located:

- Montego Bay Ocho Rios Negril
- Kingston Metropolitan South Coast Port Antonio

Number of persons employed to organization:

Permanent _____ Temporary _____

INFORMATION ON NOMINEE

Certification

The organization/business is currently certified according to relevant tourism industry and other standards and regulations (please tick the applicable and appropriate boxes):

- (e) Jamaica Tourist Board License
- (f) Team Jamaica Participating entities (state percentage of staff certified) _____
- (g) Public Health Certificate
- (h) Food Handlers' Permit (Where applicable)
- (i) Fire Safety Certification
- (j) Public Liability Insurance Give examples
- (k) Other (please specify all required certifications, e.g. swimming pool permit)

Supporting Materials

Please tick () the type of supporting materials being submitted with this nomination:

- copies of certificates, licenses or permits
- testimonial letters
- photographs/slides/videos
- articles/brochures
- copies of awards citations
- other (please specify): _____

FORM B - Organization/Business Nomination



Narrative on Excellent Customer Service

In this section, give details of the service(s) and the levels of service(s) provided by the nominee. Specific reasons for the nomination based on the selection criteria should be stated.

Additional sheets of paper may be used to complete this section. Each answer should have no more than 300 words.

- e. Describe how the nominated entity shows interest and initiative by going above and beyond the call of duty when dealing with customers. Comments received from guests/clients and copies of referrals should be included where possible.

FORM B - Organization/Business Nomination



- f. Describe the achievements of the nominee in its pursuit to improve knowledge and upgrade the skills of staff members through professional and personal development. How has the organization achieved continuous improvements in service delivery and customer satisfaction? How does the organization show responsiveness to client feedback?

FORM B - Organization/Business Nomination



- g.* Describe how the nominee has created products or implemented services that are creative, innovative and unique, and/or appeal to a niche market.

FORM B - Organization/Business Nomination



- h.* How does the nominee demonstrate environmental responsibility? Describe ways in which the organization implements activities or initiates ideas that decrease negative impacts on the environment in the work place and in the community.

FORM B - Organization/Business Nomination



- i.* Describe how the nominee contributes to the community, and/or participates in community activities. Give the names of community groups that have benefited from the involvement/work of the entity.

FORM B - Organization/Business Nomination



DECLARATIONS

Nominator Details and Declaration (person preparing nomination)

Full Name: _____

Organization Name: _____

Address: _____

Telephone: _____ Cell: _____

Fax: _____ E-mail: _____

I hereby declare that the information and supporting documentation provided in this nomination form is true and correctly reflects the performance and contribution of the nominee.

Full Name

Signature

Date

Nominee Declaration

I hereby declare that the information and supporting documentation provided in this nomination form is true and correctly reflects our organization's performance and contribution to the tourism industry.

Head of Organization's Full Name

Signature

Date

FORM B - Organization/Business Nomination



Reference Details

Full Name: _____

Position in Organization: _____

Organization Name: _____

Address: _____

Telephone: _____ Mobile: _____

Fax: _____ E-mail: _____

Briefly state reason for endorsing this nomination:

Signature

Date

(Stamp or Seal)