



TRAINING IN TOURISM

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This award is aimed at all tourism businesses. It will be awarded to the business that demonstrates a real commitment to training and uses an innovative approach, resulting in improved customer care, business performance or job satisfaction.

Who can enter?

This category covers all types of tourism businesses from hotels to attractions including both large and small businesses.

Shortlisted entries will need to demonstrate;

- An innovative approach to training
Showing how new methods of training and staff development have been introduced to benefit the business, staff and customers
- Investment in training
Staff should have gone through recognised training courses such as Welcome Host customer care training

- Customer care
Judges will be looking to see how the training used has led to a real improvement in service standards and customer care to all guests.
Evidence should be provided of customer satisfaction
- Staff morale
Judges will be looking for evidence of training leading to improved motivation, development of team spirit, better staff retention and increased levels of job satisfaction



TRAINING FOR TOURISM AWARD

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ENTRY FORM

1. Give a brief description of your business (max 100 words)
2. List your target markets eg families, specific age groups (max 50 words)
3. Describe how you have used an innovative approach to deliver/ensure quality training
4. What investment has been made (in time and/or money) in staff training and development over the last 2 years?
5. Describe how your training has led to improved customer care and guest satisfaction for all guests
6. How has your training improved staff retention and business productivity?
7. Do you have any of the following accreditations?

Investors in People	Yes / No
Excellence through People	Yes / No
Partners in Success	Yes / No
Hospitality Assured	Yes / No
Corporate Welcome Host	Yes / No

Other – please detail



MON 2008
ANGLESEY
TOURISM AWARDS
GWOBRAU TWRISTIAETH MÔN

ENTRY FORM – FRONT COVER

Award category:
Business name and address:
Website address:
Contact name:
Position:
Telephone No:
Fax No:
Email address:
Who would collect the Award if you won? Name: Position:

IMPORTANT: Please enclose a completed form with each Award submission.
Please return by Friday 30 November 2007 to: Anglesey Tourism Association,
c/o Sbarc Ltd, 14 Menai Bridge, Anglesey LL59 5DW