

Bournemouth Tourism Awards 2010

Outstanding Contribution to Tourism

Who can enter?

Any individual or organisation who contributes/has contributed to tourism in Bournemouth

Please answer all of the following questions and provide supporting information where appropriate. Refer to the guidance notes to assist you in completing this form.

Contact details

Contact Name:.....

Entrant Name:.....

Address:.....

.....

Telephone:.....

Email:.....

Website:.....

Business Details

How long have you/the individual/organisation been involved with the Bournemouth tourism industry?

.....

Section 1: The Entrant

Please describe yourself/the individual/organisation (max 300 words)

PLA)

Section 2: The work of the entrant

Please provide details of the work carried out by yourself/the individual/organisation (max 300 words)

Section 3: Accreditations

Do you/the individual/organisation hold any tourism related accreditations? If so, please give details: (max 200 words)

PLA)

Section 4:

Please explain why you/the individual/organisation should be awarded Outstanding Contribution to Tourism 2010 (max 300 words)

PLA)

Guidance notes

In your answer think of the following:

- **A genuine care and interest for the tourism industry must be demonstrated on a day to day basis**
- **Enthusiasm and passion for the work the individual/organisation does**
- **Efforts to maintain and improve tourism in Bournemouth**
- **Awareness of the local community's requirements and desires**
- **Utilising the local community and local businesses where possible in order to support the local economy**

Please note that at various stages of the judging process, mystery shopping will be undertaken to those businesses that are short listed and finalists

Applications will be considered by scoring each answer against the criteria. Applications will be viewed by Bournemouth Tourism and judging will be undertaken by The Bournemouth Tourism Management Board.

If you are hand writing your application please ensure that it is as clear as possible to enable the judging panel to easily read your information.

In order to ensure parity and fairness to all entrants, any wording above the specified word count will not be considered in the judging process.

For more information please visit www.bournemouth.co.uk

Please return this application and supporting evidence by email to TourismAwards@bournemouth.gov.uk or by post to:

Amanda Malone
Bournemouth Tourism Awards
Tourist Information Centre
Westover Road
Bournemouth
BH1 2BU

DEADLINE FOR APPLICATIONS: MIDDAY MONDAY 4th OCTOBER 2010

SCORING MATRIX – For Judges’ use only		
Section	Score	Out of
Business details		2
1		20
2		20
3		20
4		20
TOTAL		82