



AWARDS OVERVIEW

The 2nd Tourism Alliance Awards would be held again during ITE HCMC 2010 to celebrate and recognize the brightest tourism stars in Cambodia, Laos and Vietnam. The awards aim to instil a greater sense of pride and achievement for tourism industry professionals, as well as, serving as a platform for due recognition and as a reward for quality excellence within the tourism and service industry. Awards would be presented to winners at an elaborate Gala Dinner on 30 September 2010, attended by senior executives and personalities from the travel trade industry as well as several high profile guests.

EVALUATION CRITERIA

All entries will be judged on contribution to tourism growth and service excellence in the respective industry. Each category would have an individual winner from Cambodia, Laos and Vietnam. In some categories with limited entries, nominees will be given special recognition awards.

ELIGIBILITY CRITERIA

Entries will be accepted for organizations operating in Cambodia, Laos or Vietnam. **Deadline for submissions is Tuesday, 31 August, 2010.**

THE JURY

A comprehensive nomination and judging process will operate for the Awards. Once nominations have been received a panel of internationally acclaimed judges as well as representatives from all three governments will evaluate the entries.

JUDGING PROCEDURE

After the closing date for submissions all nominations will be collected and reviewed by a panel of internationally recognised and respected judges drawn from a variety of industry sectors and disciplines – guaranteeing objectivity and credibility.

The judges will use the published criteria against which to score the entry. Each Award winner will be decided by consensus among the judges and no correspondence will be entered into by outside parties. Judging will be based on the strength of the submissions and according to the Award key criteria.

The judges will then submit their individual scores which are collated and a shortlist created and winners selected. Winners will be announced only on the night of the Awards ceremony itself.

The Chair of the judging panel reserves the right to cast any deciding vote, should the need arise. The judges' decision is final and neither the organisers nor the judging panel will enter into any correspondence about the results.

JUDGING CRITERIA

Each entry will be scored by the judges using a simple scoring system based on the criteria for each Award. The scoring system will involve a judge allocating a maximum of 25 marks per criteria.

CONFIDENTIALITY

We recognise and respect the sensitive nature of the information submitted in the entries. Entries are not disclosed nor discussed outside the judging process. We do not publish the names of companies, organisations or individuals that have not won an Award, nor will we reproduce any information from your entry. Therefore if you enter the Awards, but are not successful, this will remain confidential.

In addition, entrants may mark any commercially sensitive information contained in their entry as 'not for publication'.

All entries and supporting material will be destroyed after the Awards presentation.

The organisers reserve the right to use information contained in the winning entries (apart from contact details and any content marked *not for publication*) for subsequent publicity, promotions and other activities relating to the Awards.

SUBMISSION REQUIREMENTS

- For each nominee organization, candidates must submit one document (pdf or word document) containing the following (in English):
- Brief outline of the organization including history, nature of business, number of outlets, major clients serviced etc. (In less than 200 words)
- Brief description of any new products, services or innovations offered (In less than 200 words)
- What does your organization offer that contributes towards excellence in tourism? (In less than 250 words)
- What makes your organization different/special from competitors in your field? (In less than 250 words)
- Completed Awards nomination entry form
- 3-4 related images for specific categories (Restaurant, Spa & Hotel categories)

NOTE:

- No fees are required for nominations for the Awards
- All entries will be treated in the strictest confidence

Nominations can be emailed to taa@itehcmc.com up until the closing date of **6pm, 31 August, 2010**.

Should electronic means not be available, please contact **Mr Winson Phua** at +65 6319 2668. Alternatively, you can send the Awards entry form along with the appropriate supporting materials on a CD to:

Tourism Alliance Awards – IIR Exhibitions Vietnam, Room No. 1E – Valentina Court, 124 Dien Bien Phu Street, Da Kao Ward, District 1 Ho Chi Minh City, Vietnam

THE CATEGORIES

This year, there are 10 Awards divided into the following categories. Each award category has numerous criteria to evaluate each nomination.

1. Restaurant of the Year

This award will be given to any food and beverage outlet that has shown excellence in every aspect including facilities, services, menu, special promotions, design and commitment to guests etc. The following criteria will be analyzed and taken into consideration while judging for this award category, therefore must be highlighted in the award submission:

- Creativity and innovation in decoration
- Creativity and originality of F&B offer
- Advertising
- Recruitment, selection and training
- Press/industry acknowledgement/awards
- Hygiene and set up
- Food quality and variety

2. Airlines of the Year

This award will be for airlines serving the Mekong sub region. Entry to the Airlines of the Year Award is open to all airlines operating in Cambodia, Laos and Vietnam. The following criteria will be analysed and taken into consideration while judging for this award category, therefore must be highlighted in the award submission:

- Cabin comfort, cleanliness and ambience
- Inflight entertainment standards
- Meal choices and quality of meals
- Friendliness of staff
- Consistency of service across different flights

3. Outbound Travel Operator of the Year

This award will be presented to the travel operator offering quality service and value to travelers from Cambodia Laos and Vietnam. The following criteria will be analysed and taken into consideration while judging for this award category, therefore must be highlighted in the award submission:

- Contribution to tourism in the region
- Profile and experience of management team
- Innovative itineraries / tour packages offered
- Number of countries/regions serviced
- Number of customers/bookings serviced in the last year
- Advertising initiatives
- Employee Recruitment, selection and training
- Evidence of service excellence in the form of Press/industry acknowledgement/awards /customer testimonials

4. Inbound Travel Operator of the Year

This award will be presented to the travel operator offering quality service and value to tourists coming to Cambodia Laos and Vietnam. The following criteria will be analysed and taken into consideration while judging for this award category, therefore must be highlighted in the award submission:

- Contribution to tourism in the region
- Profile and experience of management team
- Innovative itineraries /tour packages offered
- Number of countries / regions serviced
- Number of customers/bookings serviced in the last year
- Advertising initiatives
- Employee Recruitment, selection and training
- Evidence of service excellence in the form of Press/industry acknowledgement/awards /customer testimonials

5. Spa Operator of the Year

This award will be given to any independent or hotel spa facility that has shown excellence in every aspect including facilities, services, commitment to guests, operation etc. The following criteria are to be analyzed and taken into consideration while voting for this award category, therefore must be highlighted in the award submission:

- Contribution to tourism in the region
- Product creativity and design
- Treatments offered
- Products utilized
- Other services/yoga/lifestyle therapy
- Personnel qualifications
- Employee training plan
- Evidence of service excellence in the form of Press/industry acknowledgement/awards /customer testimonials

6. Luxury Hotel of the Year

The Luxury Hotel of the year will be awarded to the four or five star hotel that has shown excellence in every aspect including facilities, services, commitment to guests, operation etc. The following criteria are to be analyzed and taken into consideration while voting for this award category, therefore must be highlighted in the award submission:

- Contribution to tourism in the region
- Architecture and design
- Facilities
- Quality programs (i.e. ISO2004)
- Personnel selection
- Training programs
- Local / International Image
- Environmental awareness

- Evidence of service excellence in the form of Press/industry acknowledgement/awards /customer testimonials

7. Business Hotel of the Year

The Business Hotel of the year will be awarded to the four or five star hotel that has shown excellence in every aspect including facilities, services, commitment to guests, operation etc. The following criteria are to be analyzed and taken into consideration while voting for this award category, therefore must be highlighted in the award submission:

- Contribution to tourism in the region
- Location and access
- Meeting room facilities and packages
- Common business facilities
- Technology (Internet connectivity, Audio Visual equipment, WIFI...)
- Design practicality
- Booking handling and management
- Employee recruitment, selection and training
- Evidence of service excellence in the form of Press/industry acknowledgement/awards /customer testimonials

8. Budget Hotel of the Year

The Budget Hotel of the year will be awarded to the hotel that has shown excellence in every aspect including facilities, services, commitment to guests and value for money. The following criteria are to be analyzed and taken into consideration while voting for this award category, therefore must be highlighted in the award submission:

- Contribution to tourism in the region
- Location and access
- Cleanliness.
- Security
- Employee recruitment, selection and training
- Evidence of service excellence in the form of Press/industry acknowledgement/awards /customer testimonials

9. Resort Hotel of the Year

The Resort Hotel of the year will be awarded to the four or five star hotel that has shown excellence in every aspect including facilities, services, commitment to guests, operation etc. The following criteria are to be analyzed and taken into consideration while voting for this award category, therefore must be highlighted in the award submission:

- Contribution to tourism in the region
- Resorts facilities and services
- Qualifications and selection of personnel
- Health and safety programs
- Environment friendliness
- Architecture

- Exterior landscaping and lighting
- Interior design
- Employee recruitment, selection and training
- Evidence of service excellence in the form of Press/industry acknowledgement/awards /customer testimonials

10. Cruise Operator of the Year

The cruise operator of the year will be awarded to the cruise operator who is committed in providing service with anticipation of the needs of the customers, and makes the effort to exceed in customers' expectations. The judges will be awarding marks for:

- Valuable deals / tour packages offered
- Number of countries/regions serviced and Number of customers/bookings serviced in the last year
- Employee recruitment, selection and training
- Service excellence in the form of press/industry acknowledgement/awards /customer testimonials

GENERAL TERMS AND CONDITIONS

- Nominations should relate to companies in Cambodia, Laos and Vietnam.
- Nominations must be in English and received by 6pm, 31 August, 2010.
- Nominations must be clearly and succinctly written, and remain within the submission guidelines.
- Nominations should deal in grounded and supported statements, preferably with supporting acts and figures.
- The organisers will not be responsible for nominations, which may be damaged, lost or mislaid in the post or otherwise.
- IIR Exhibitions shall have the right to verify the information provided in each submission if required.
- Nominations will be accepted in good faith and, notwithstanding any attempts to verify claims made in nominations, will be treated as true and accurate.
- Submission of an application form indicates acceptance of the conditions of entry.
- In the event of any disputes or issues the decision made by the Judges shall be deemed final.
- The organisers will not be obliged to justify their decisions or enter into any correspondence.
- By entering the Tourism Alliance Awards competition, you authorise the use and/or reproduction of images and descriptions provided in relation to any editorial/advertising purposes initiated in conjunction with ITE HCMC 2010 or Tourism Alliance Awards 2010.
- For further information and assistance, please contact **Mr Winson Phua** at Tel: +65 6319 2668 or Email: winson.phua@iirx.com.sg