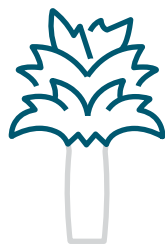


# Qatar Tourism Awards Guidebook

2023



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# An introduction to Qatar Tourism Awards

Qatar Tourism Awards (QTA) is a program launched by the Qatar Tourism (QT) in partnership with the World Tourism Organization (UNWTO) to celebrate contributions to the excellence and exceptionality of the Qatar visitor experience.

Through this initiative it is hoped to raise the profile of the awards, encourage, and improve service quality across the tourism industry and firmly establish a culture of acknowledging excellence in the sector.

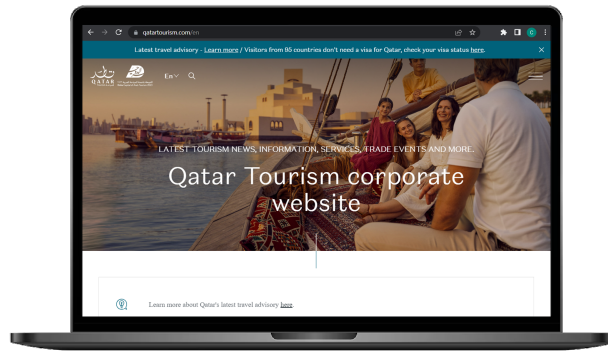
The awards program sheds a spotlight on what it takes to curate a visitor's experience at every touch point of their end-to-end journey. It is designed to encourage all actors who play a direct or indirect role in the delivery of experiences to Qatar's visitors, to develop and emulate exceptional initiatives characterised by uniqueness, sustainability, accessibility, and high-quality service.



## **The major objectives of the Qatar Tourism Awards include:**

- Recognition and rewarding the tourism businesses and individuals that continually achieve sustained levels of excellence in customer service delivery.
- Recognition of individual employees who continue to surpass normal customer service delivery standards.
- Selection, showcasing and awarding the best in service excellence in order to establish internal benchmarks for the priority categories of business in the tourism sector.
- Evaluation of the service being provided within the industry and serve as a mechanism to encourage tourism entities to improve customer service delivery.

# How to get started



1. Visit [QatarTourism.com](https://qatartourism.com).
2. Click on the menu on the right and select Qatar Tourism Awards from the drop down menu.
3. Discover all about Qatar Tourism Awards from the storyline to the benefits and logistics.
4. Get started with your submission by clicking on the "Submit your entry" link.
5. Checkout our three categories: Service Excellence - Cultural Experience - Smart Solution and read more about them.
6. On the category page: select the one related to your activity.
7. Below the relevant category: click on "Enter now" button to submit your application.
8. Select the right subcategory.
9. Fill the form.
10. Check carefully all requirements related to your subcategory by clicking the link in the form "terms and conditions".
11. Upload your proofs of requirements and check the agreements box.
12. One upload per form.
13. For multiple files upload please use .zip file.
14. Respect the weight limitation indicated in the form.
15. Submit your application.
16. Applications end on the 31 of July 2023.



A jury will carefully select the winners. Winners will be contacted to attend to the ceremony happening early November.



# Benefits of entering the awards

Taking home, a Qatar Tourism Award trophy is just the beginning for the winners. There is a host of other great benefits that come with winning these prestigious awards.

- Wider public recognition
- Exclusive marketing and PR opportunities
- A platform to motivate growth
- Best practices for the industry
- Professional development tool that increases business acumen
- Assistance with annual business planning and goals
- Promotes an annual platform of celebration for the industry energies and motivates staff

## Awards glossary

The Tourism Awards is a program aims to celebrate contributions to the excellence and uniqueness of the Qatar visitor experience. The program is designed with the support of the World Tourism Organization (UNWTO), lending expertise to the program design and delivery in line with good international practices.

The primal focus fixed of the program is fixed on raising the bar towards excellence through encouraging all the contributors to integrate four pillars within their policies and actions that are considered key values of the Program:

- Experience orientation: An emphasis and focus on offering memorable, unique experiences to visitors.
- Service excellence: An organizational commitment to delivering service that consistently meets and exceeds the expectations of visitors.
- Sustainability: Having policies, initiatives, or projects that help to preserve the natural environment, perpetuate local culture and traditions, and contribute to the socioeconomic development of Qatar.
- Accessibility: Ensuring broad access of products and services to all—regardless of physical limitations, disabilities, gender, age, nationality, or language—in terms of physical environment, transportation, information and communication, and other facilities and services.

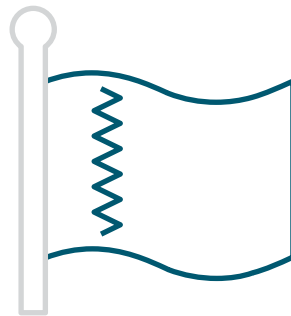
**For the 2023  
Qatar Tourism Awards  
there are 54 awards  
in three principal  
categories:**



**Cultural Experiences**  
(8 awards)



**Smart Solutions**  
(6 awards)



**Service Excellence**  
(40 awards)



# Cultural Experiences



This category aims to recognise organizations that help visitors experience Qatari natural culture, values, traditions, and heritage, or that showcase elements of the broader, rich cultural fabric that reflects Qatar’s modern, multicultural society.

It will reward organizations—large or small, that provide visitors with unique, memorable experiences related to Qatar’s various cultural offerings, directly or indirectly, at one or several points of the visitor end-to-end journey (from their homes, journeying to and around Qatar, and returning back home).

Examples of awardees can range from a tour operator effectively promoting Qatar’s unique culture and cultural offerings, to an organization offering a cultural experience in Qatar related to any dimension of culture.

## Relevant cultural experiences can include:

- Unique and outstanding experiences in museums and heritage sites
- Viewing or participating in traditional practices, crafts and games
- Viewing or participating in visual and performing arts
- Learning about Qatar’s history and local ways of life—both past and present.

Outstanding and unique cultural experiences can include local cuisine, art, clothing, language, architecture and design, historical re-enactments, and religious practices, and more.



## The awards in this category are as follows:

### 1. Cultural and Tourist Attraction

Submissions are invited from cultural and tourist attractions that people visit for pleasure and interest and that offer the visitor a unique and outstanding understanding and appreciation of Qatar’s authentic culture, history, heritage and/or the arts.

### 2. Cultural Experience

Submissions are invited from organizations/businesses that foster an understanding and appreciation of Qatar’s authentic culture and performing arts.

### 3. Cultural Heritage Site

Submissions are invited from cultural heritage sites where cultural, historical or natural resource has been preserved due to its cultural heritage value.



# Smart Solutions & Innovation



The Smart Solutions Category will reward organizations—large or small—that support the provision of enhanced visitor experiences, directly or indirectly, at one or several points of the visitor end-to-end journey (from their homes, journeying to and around Qatar, and returning home) through the application of new technologies and/or products, processes, or organizational innovations.

Smart tourism experience initiatives could be related to enhancements in digital information and marketing, visitor mobility and accessibility, environmental conditions, or other aspects of the visitor experience.

## Examples of awardees in this category could include:

- Travel businesses effectively marketing Qatar as a tourism destination through digital and innovative tools.
- Local organization(s) providing experiences that showcase different dimensions of Qatar as a “smart” destination, such as the delivery of efficient, high-quality transportation, seamless wayfinding, and visitor flow management.
- Organizations that provide broadly accessible visitor information, products, and services
- Organizations that provide best-in-class interpretation at attractions and scenic spots
- Providers of innovations to improve environmental conditions for visitors; or innovations to ease visitor transactions (e.g., in communications, payment systems, customs and immigration procedures, ground services, etc.).



## The awards in this category are as follows:

### 1. Digital and Innovation Experience

Submissions are invited from businesses/organizations that demonstrate digital and innovation experiences providing experiences for visitors as a “smart” touchpoint within the destination.

### 2. Visitor Mobility and Accessibility

Submissions are invited from businesses/organizations who excel in providing broadly accessible visitor information, products, and services using smart technology and innovation.

### 3. New Solutions in Sustainability

Submissions are invited from businesses/organizations that have demonstrated commitment to the development, delivery, and promotion of sustainable and innovative tourism product or service who have enhanced the travel experience with the use of mobile applications.





# Service Excellence



The Service Excellence Category celebrates organizations—large or small as well as individual members of staff that have consistently excelled in creating positive and memorable experiences for visitors at one or more points of their end-to-end journey (from their homes, journeying to and around Qatar, and returning back home again) that generate a strong commitment to the values of Qatar tourism.

Examples of awardees could be an organization/individual that promotes and/or provide visitors with the highest standards of professionalism, and memorable business experiences or unforgettable leisure travel experiences.

## **Awardees can deliver experiences to visitors that create positive memories and inspire storytelling due to:**

- Hotels, restaurants, retail and shopping malls that demonstrate exceptional customer service in the delivery of tourism activities across the value chain touchpoints.
- Tourism support organizations including public companies and private sector government bodies that demonstrate a commitment to continuous service excellence provision.
- Individuals working in front line tourism activities who continue to reach and surpass the highest standards in customer service excellence.



## **The awards in this category are as follows:**

### **1. Tour Operator**

Submissions are invited from tour operators who makes a major contribution in the combined provision of touring and transport services.

### **2. 5 Star Hotel**

Submissions are invited from 5-star hotels (pre assessment or final rating). The focus of this award is on both the facilities and services that enhance the tourism experience.

### **3. 4 Star Hotel**

Submissions are invited from 4-star hotels (pre assessment or final rating). The focus of this award is on both the facilities and services that enhance the tourism experience.

### **4. 3 Star Hotel**

Submissions are invited from 3-star hotels (pre assessment or final rating). The focus of this award is on both the facilities and services that enhance the tourism experience.

**5. Retail & Local Shops**

Submissions are invited from retail outlets and local shops that provide a memorable shopping experience through is concept, ambience, and delivery of professionalism service.

**6. Shopping Malls**

Submissions are invited from shopping malls that provide a memorable shopping experience through is concept, ambience, and delivery of professionalism service.

**7. Entertainment & Recreation**

Submissions are invited from entertainment and recreational centres that provide a memorable experience through is concept, ambience, and professionalism service.

**8. Restaurant (Casual Dining)**

Submissions are invited from restaurants that provide a memorable casual dining experience through is concept, ambience, and delivery of professionalism service.

**9. Restaurant (Mobile Outlets/Food Trucks/Cafes)**

Submissions are invited from restaurants that can be mobile outlets, food trucks or cafes and that provide a memorable dining experience through is concept, ambience, and delivery of professionalism service.

**10. Restaurant (Fine Dining)**

Submissions are invited from restaurants that provide a memorable fine dining experience through is concept, ambience, and delivery of professionalism service.

**11. Restaurant (Hotel)**

Submissions are invited from restaurants in hotels that provide a memorable experience through is concept, ambience, and delivery of professionalism service.

**12. Restaurant (Independent -Tourist Area)**

Submissions are invited from restaurants situated in a tourist area that provide a memorable fine dining experience through is concept, ambience, and delivery of professionalism service.

**13. Spa Award**

Submissions are invited from hotels or stand-alone spa businesses that provide a variety of services for the purpose of improving health, beauty and relaxation through personal care treatments.

**14. Tourist Support Organizations**

Submissions are invited from tourist support organizations including public companies and private sector government bodies that interface with the visitor and deliver a high level of customer service.

**The awards under the category of Service Excellence – individual are as follows:**

**1. Outstanding Service Excellence**

Applications are invited from front line staff across all sectors of a tourism business who demonstrate excellence in customer relationships and satisfaction.

**2. Tour Guide**

Applications are invited for tour guides who provide memorable experiences through interpretation of the natural and cultural environment in an accurate, authentic and inspiring manner that enhances the tourism product and enriches the visitor experience.

## **Qatar Tourism Award process**

Entry to the Qatar Tourism Awards is open to all tourism businesses, operators, entrepreneurs, visitor attractions, organizations and events, which operate in Qatar and which promote Qatar to a domestic and international audience.

### **Here's a step-by-step process of the award program**

**Step 1: Online nominations**

Complete your nomination online by 23.59 PM by or before Monday 31st July 2023. To get started, visit the online awards portal at [www.qatartourism.com/awards](http://www.qatartourism.com/awards)

**Step 2: Submissions**

Preparing your submission in the Online Awards Portal in accordance with the rules for entry. You can log in at any time and save as you go.

**Step 3: Judgements**

All submissions will be assessed by the judging committee during the months of August and September. After which a shortlist of applicants will be delivered to a panel of external judges and further shortlisted applicants will be notified later in August 2023.

**Step 4: Winner announcement**

Winners will be announced at the Qatar Tourism Awards Gala ceremony on the 31st of October 2023. Event details to follow.

# Things to remember while entering the awards program

It is important for all entrants to carefully read the Rules for Entry document, which can be found as an Annex at the end of this manual on the Qatar Tourism Awards. If you have any queries regarding the Rules for Entry, please contact the Qatar Tourism Awards team at [awards@visitqatar.qa](mailto:awards@visitqatar.qa) or Qatar Tourism [www.qatartourism.com/awards](http://www.qatartourism.com/awards)

## 1. Nomination for the awards

Ensure to read the following important documents on the Qatar Tourism website before proceeding to nominate.



- Rules for entry
- Award Categories
- Submission questions

The nomination process being brief, includes a registration of your interest to enter the awards and will only take a few minutes. To nominate, visit the online awards portal [www.qatartourism.com/awards](http://www.qatartourism.com/awards). You will then be required to fill out all the available fields that relate to your category. This includes a description of no more than 100 words of your company / product, which will be used to determine your eligibility for that category. It will also be used by media, for announcements at the presentation ceremony, in promotional material and on website listings.



**All nominations must be registered by or before 23.59 pm, 31st July 2023.**

## 2. Submission preparation

**To prepare a Tourism Awards Submission, have the following information handy:**

- Business plan, marketing plan and customer service policy
- Visitor numbers for the qualifying period, as well as previous year's figures to compare.
- Financial information (sales figures, revenue, profit margins etc). There is no need to state actual figures in your submission, but percentage representations are a good idea.
- A clear description of the target markets and percentage breakdown of actual visitation by market



- Copies of customer feedback and evidence of customer satisfaction - this could take the form of satisfaction surveys, feedback forms, TripAdvisor comments etc.
- Copies of PR activity and media coverage achieved during the qualifying period.
- Details of marketing and advertising activity, and results of activity
- Review the innovative marketing strategies you've implemented during the qualifying period and record the success of these tactics. In doing this, compile a folder of sample collateral including brochures, media releases, blogs, engaging social media posts, images, newsletters, media clippings, PR.
- Statistics on website traffic and social media usage
- Staff development and training policies, and information on activities that took place during the qualifying period.
- Information on environmental initiatives and performance
- List of ways in which the operation has contributed to the local economy during the qualifying period i.e., employment, purchase of good and services, event etc.
- Goals, strategies, and outcomes for the qualifying period
- Note of any innovations that have taken place in the qualifying period, which demonstrate commitment to improving the tourism product (the experience) or service.
- Feel free to discuss your feedback with the Qatar Tourism Awards team.
- Think about photography - as the saying goes, a picture tells a thousand words, and choosing the right imagery to illustrate your submission is vital. Professionally shot photos are ideal (and are an excellent investment for any tourism business) however amateur shots can also work well. Review the photography currently available and shoot new pictures if required.



**Note: Editing your entry after submission will not be possible.**

