

2022/23



Unsung Hero Award

Recognises an individual working for a tourism business who excels in their role and deserves to be applauded for their work and commitment to the industry.

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This sample application form is for information only and all applications must be made via the online application system.

Eligibility criteria

- Works for a business directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

Works for a business that meets the tourism product definition:

- Only tourism businesses who directly serve the end-users are eligible (i.e. the tourist/ visitor/ guest). Business to business agencies or intermediaries e.g. that manage business to consumer (B2C) presence for tourism businesses; would not be eligible.

'Tourism product' covers a number of different categories including:

- Accommodation e.g. hotels, bed & breakfasts, guest houses, self-catering/serviced apartments, hostels, holiday boats, camping, caravanning, glamping, lodges, shepherds huts, chalets
- Hospitality i.e. a single food and beverage service business e.g. pub, restaurant, café, tea room, coffee shop, bistros, food and drink markets, kiosks & street food (in a regular location). [For these purposes the definition of a food and drink market is a collection of independent food and drink establishments with ancillary services (e.g. parking area, toilets, security, visitor information) and maintained by a management firm as an entity.]
- Transport services e.g. rail, road, water, airports and rental
- Guided tours
- Cultural services, e.g. theatres, musical entertainment venues, sporting venues
- Travel agencies and other reservation services, including tour operators and destination management companies
- Sporting, adventure and recreational activities
- Retail i.e. a single retail outlet or shopping centre that attracts a significant number of people visiting from outside the local area [For these purposes the definition of a shopping centre is a collection of independent retail stores with ancillary services (e.g. parking area, toilets, security, visitor information) and maintained by a management firm as an entity.]
- Businesses providing supporting services to visitors in-person within the destination e.g. visitor information providers, left luggage services
- Visitor attractions that meet the visitor attraction definition: a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship; rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents.
- Will be an individual rather than a team.
- Must be nominated by a colleague or by a local awards competition judge.
- Demonstrates commitment, passion and enthusiasm for their work and the tourism industry; exceeds expectations and is an inspiration to their colleagues.
- Works in any area of the business; does not need to be in a customer-facing job role.

- Unlikely to be a business owner or a senior manager.
- May be new to the tourism industry or have worked in the industry for some time.
- Only one application is required per nominee.
- If the nominee moves business/organisation between nomination and the awards ceremony, they will remain eligible, provided they are still working in the tourism industry and their new employers support their nomination.

Nominee's details

(not scored)

Name of Nominee (the person you are nominating to win this award):

Enter the nominee's name here.

Nominee's business/employer:

Enter the nominee's business/employer here.

Nominee's current job title:

Enter the nominee's current job title here.

Date nominee started current job role:

Enter the date nominee started current job role here.

Nominee's previous job titles with the same employer, including dates:

Enter the nominee's previous job titles with the same employer, including dates here.

Link to LinkedIn profile (if available):

Enter the link to LinkedIn profile (if available) here.

Nomination

(this question is 100% of the final score)

Describe why the nominee deserves to win this award and include at least three examples of exceptional contribution by the nominee (500 words maximum).

One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

- Impressive operational efficiency
- Innovative approach to problem solving
- Career progression
- Exceeding expectations
- Actively seeking learning and development opportunities
- Achieving positive business impacts
- Being a team member and inspiring colleagues
- Outstanding customer service
- Received recognition from peers or general public through staff or visitor reviews
- Entrepreneurial flair
- Overcoming adversity

Enter answer to question here.

Links to relevant supporting evidence online (optional):

For example links to online reviews or scans of thank-you letters that mention the nominee by name. You will not be penalised if you have not included supplementary evidence. Any written answers that are included within the supplementary evidence, attempting to circumvent the question word count, will be disregarded.

Enter links to supplementary evidence here.