



Tourism and Hospitality Employer of the Year

Criteria and Questions

This category celebrates employers who have demonstrated a real commitment to the welfare of their employees, providing a supportive and inspiring work environment. Diversity and inclusivity should be core to the business, ensuring the right conditions for workers from all backgrounds to thrive and succeed. This award aims to highlight and celebrate employers who are showcasing tourism, hospitality and events as an exciting career path and inspiring the next generation. In line with the Outlook 2030 strategy, businesses should support Scotland's ambition to become a leading Fair Work Nation, and provide opportunities for development to their employees.

Who should enter?

Tourism and events businesses which are going above and beyond for their employees. Employers should demonstrate a commitment to Responsible Tourism practices and align with Scotland's Outlook 2030 strategy and its commitment to a skilled, committed, diverse, and valued workforce.

Executive Summary (200 words)

The purpose of the Executive Summary is to give judges a general overview and better understanding of your business. Although not an exhaustive list, some examples of the type of information judges will be looking for are listed below. **This question is not scored and is for background information only.**

- Types of services on offer
- Size and purpose of your business
- How long you have been operating
- Any other information you feel is relevant

1. What ways do you provide an inspiring/supportive work environment for your employees? (500 words)

You should provide clear evidence of activity within the time period **1st May 2023 – 31st March 2024**. Please cover any areas you think are relevant, although you may wish to include aspects such as:

- How you demonstrate a commitment to the welfare of your employees
- Training and development opportunities on offer
- Staff feedback systems
- How you support Scotland's ambition to become a leading Fair Work Nation

2. How are you, as an employer, showcasing tourism, hospitality and/or events as an exciting career path? (500 words)

You should provide clear evidence of activity within the time period **1st May 2023 – 31st March 2024**. Please cover any areas you think are relevant, although you may wish to include aspects such as:

- Your approach to attracting and recruiting young people across your organisation
- Your approach to retaining youth talent and creating a pipeline of talent
- Any work experience opportunities you offer

3. Please demonstrate your commitment to Responsible Tourism. (500 words)

In line with the Outlook 2030 strategy's ambition for sustainable and responsible growth, it is important that the tourism and events industry in Scotland continues to develop in a responsible way. Please cover any of the [four priority areas of Responsible Tourism](#) where relevant, but you may wish to highlight:

1. Supporting Scotland's transition to a low carbon economy. e.g Promote sustainable practices undertaken in your accommodation, (encouraging guests to stay longer, reducing waste from packaging, reducing food waste, increasing energy efficiency)
2. Ensuring tourism and events in Scotland are inclusive. e.g. relevant staff training, how you ensure employees from all backgrounds and abilities can thrive and succeed in your workplace?
3. Ensuring tourism and events contribute to thriving communities. e.g. using local products and services, working with local businesses, craftspeople and suppliers, hiring local staff
4. Supporting the protection and considerate enjoyment of Scotland's natural and cultural heritage. e.g. promoting the local area, including nearby businesses and attractions; sharing the history of your accommodation, community and local area