



## Tourism Individual of the Year

### Criteria and Questions

People are the essence of the tourism, hospitality and events sector and we all have a responsibility in shaping the future of our industry. This category is for individuals who go above and beyond to deliver exceptional customer service, and who prioritise inclusivity, sustainability, community and responsible practices.

This award aims to highlight and celebrate those individuals who act as an ambassador for change within the industry, showcasing a commitment to tourism as a force for good.

#### **Who should enter?**

Self-entry is not permitted for this category. Entries must be submitted on behalf of the individual by a colleague or contact.

This category is open to anyone working within the Scottish tourism and hospitality industry – from front of house staff to senior management – who is excelling in their field and striving to make their workplace, community and/or local area a better place for everyone.

#### **Executive Summary (200 words)**

The purpose of the Executive Summary is to give judges a general overview and better understanding of the individual. 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.**

- Current role and responsibilities
- Relevant employment memberships, committee, or board appointments
- Length of time working in the industry
- Any other relevant information

1. **Please provide a specific example(s) of a time this individual has gone above and beyond in their role to deliver exceptional service. (200 words)**
2. **How does this individual prioritise community, inclusivity, sustainability and/or responsible practices in their work? (200 words)**
3. **How does this individual act as an ambassador for positive change within the industry? (200 words)**
4. **Please tell us what sets this individual apart from their peers. Why do they deserve to win this award? (200 words)**