

# Guidelines for Sarawak Hornbill Tourism Awards 2017/2018

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**MINISTRY OF TOURISM, ARTS, CULTURE, YOUTH AND SPORTS SARAWAK**  
**&**  
**SARAWAK TOURISM FEDERATION**  
**GUIDELINES FOR SARAWAK HORNBILL TOURISM AWARDS 2017/2018**

## Part I

### Background

The 1<sup>st</sup> Sarawak Hornbill Tourism Appreciation Awards was organized in 2003 (for 2001/2002 winners) to express appreciation to individuals/organizations who contribute towards the development of the tourism sector in Sarawak.

### 1. INTERPRETATION

In this guideline:

“Awards” means Sarawak Hornbill Tourism Awards

“Chairman” means the Chairman of Main Selection Committee of Sarawak Hornbill Tourism Award

“Committee” means Main Selection Committee of Sarawak Hornbill Tourism Awards

“Minister” means Minister responsible for Tourism in Sarawak

“Association” means tourism related association in Sarawak

“Secretariat” means Secretariat for managing and organizing the Sarawak Hornbill Tourism Awards

### 2. OBJECTIVES OF AWARDS

2.1. To recognize individual(s) / organization(s) contribution towards the development of tourism in Sarawak

2.2. To create a culture of excellence, creativity, quality services and best practices

## Part III

### 3. AWARDS CATEGORIES AND CRITERION

As an effort to maintain a high degree of standard fairness and variety of quality practices, the committee has adopted the following categories:

#### 3.1. Outstanding Hotels & Accommodation Providers

This award recognizes star rated hotels and accommodation providers which offer quality, memorable experiences, excellent services and enhanced the State's image as a tourist destination.

- 5 Stars Hotel
- 4 Stars Hotel
- 3 Stars Hotel
- 2 & 1 Stars, Orchid Rated & Bed and Breakfast
- Homestay

#### *Judging Criteria:*

- Must be registered under Ministry of Tourism, Arts and Culture, Malaysia (MOTAC) and have all the compulsory certifications (councils, BOMBA etc)
- Experience excellence – overall efficiency, courtesy and other qualities related to services; reservation, reception and guest relations, telephone operations, bell services, laundry, housekeeping, security, food & beverages, incorporate Sarawak into interior decorations, portraying Sarawak ethnics in uniforms, cleanliness, maintenances, Malaysian Hospitality Greeting to the guest
- Incorporation of local culture, heritage & local produce in the services and cuisines
- Green Hotel initiatives
- Positive customer feedbacks through booking engines, Trip Advisors or similar platform, and verbal feedbacks
- Corporate Social Responsibility and Community Participation/engagement

#### 3.2. Outstanding Destination Management Company

This award gives recognition for the promotion packaging and distribution initiative of inbound tour operator in providing their clientele with travel experiences in Sarawak through professionalism and service excellence.

- Best & Creative Incentive Itinerary
- Most Outstanding DMC (Domestic)
- Most Outstanding DMC (Malaysia)
- Emerging DMC (Sarawak)

## ***Judging Criteria:***

- Must be registered under Ministry of Tourism, Arts and Culture, Malaysia
- Packages designed/sold must be within the year 2017/2018
- Contribution to visitor arrivals into Sarawak
- Emphasis on Sarawak tourism uniqueness and environmental friendly
- Well-planned tour itinerary and handling of tours, especially on safety aspects
- Active involvement in promotion and selling Sarawak tour packages

### **3.3. Outstanding Tourist Guides**

This award recognizes the tour guides for their dedication and excellence in engaging the tourists through Sarawak experience.

- Region Specific Tourist Guide (RSTG)
- Park Guide

## ***Judging Criteria:***

- Must be registered under Ministry of Tourism, Arts and Culture, Malaysia / Sarawak Forestry Corporation
- Holds valid Regional Specific Tourist Guide / Park Guides Licensed in the year 2017/2018
- Excellent communication and public relation skills
- Knowledgeable on Sarawak products
- Friendly personality and courtesy.
- Foreign language is an added advantage.
- Experiences in handling tourists
- Excellent Customer feedbacks

### **3.4. Outstanding Food Outlets**

This award recognizes food outlets which provide their guest with remarkable experiences through service delivery, facilities, ambiances and products that contributed positively to Sarawak's as a food destination.

- Restaurant
- Café/Bistro
- Food Court
- Kopitiam

***Judging Criteria:***

- Must have valid council license
- Excellent food quality and value for money
- Varieties of food and beverages selections
- Sarawak cuisine infused and food presentation
- Décor settings and ambience with elements of culture and heritage
- Practice high level of cleanliness and hygiene
- Creativity in promotions
- Customer Feedbacks

**3.5. Outstanding Cottage Industry Contribution**

This award recognizes handyman/outlets that offer quality products and services to tourists.

- Handicraft Product
- Handicraft Outlet

***Judging Criteria:***

- Quality of products and varieties
- Value for money pricing
- Display of merchandise (for outlets sub-category)
- Innovative and creativity of product development (for products sub-category)
- Authenticity of products must be Sarawakian made
- Positive feedbacks from customers

**3.6. Outstanding Shopping Malls**

This award recognizes shopping malls contributing to the tourism economy of Sarawak

- Kuching Region
- Sibul / Bintulu / Miri Region

***Judging Criteria:***

- Must be licensed with local councils and SSM
- Mall attributes, layout and design must be user friendly
- Retail mix in malls
- Facilities availability
- Ambience
- Excellent customer service
- Smooth Operational excellence
- Sustainability in mall designs
- Promotion and Marketing efforts

### **3.7. Outstanding Media Contribution**

This award recognizes contributors for their best original tourism coverage through print or online media as well as videos, showcasing Sarawak as a distinctive tourism destination.

- Best Tourism News Reporting on Sarawak
- Best tourism Feature Writing (Online) Media on Sarawak
- Best Tourism (Print) Articles Published on Sarawak
- Best Tourism Photojournalism
- Best Tourism Related Videos on Sarawak
  - Short Promo Video
  - TV Documentary / TV Magazine Programmes

#### ***Judging Criteria:***

- Quality and accuracy of submissions in promoting Sarawak tourism
- Able to engage reader's to Sarawak as a travel destination
- Creativity and innovation
- All submissions must be original work
- Articles / Photos / Videos must be on media within the year 2017/2018

### **3.8. Outstanding Tourism Attractions and Events**

This award recognizes the best iconic tourism attractions and events that is able to attract tourists to Sarawak.

- Natural Attractions
- Man-Made Attractions
- Events & Festivals

#### ***Judging Criteria:***

- Creativity of product development
- Cleanliness and maintenance of attractions
- Excellent services and Facilities provided for the visitors
- Value for Money
- Amount of Government sponsorships must not be more than 60% of total cost of organizing (for events category)

### **3.9. Outstanding Sports Tourism Award**

This award recognizes the outstanding sports tourism event that was held in Sarawak and able to contribute to the increase of visitor arrivals and tourism revenue.

- International Event (IOC/OCM, Recognized World Bodies)
- Domestic Event (Leisure Sports, Competitive Sports)

***Judging Criteria:***

- Ratio of Participants participating
- Ratio of Government or Private sponsorships
- Volunteerism
- Number of spectators
- Media coverage of the event

**3.10. Hornbill Special Award**

This award recognized the distinctive individual/organization's contribution and professional achievement through major accomplishments toward the Sarawak's tourism industry.

- Individual
- Organization

***Judging Criteria:***

- Outstanding contribution towards the overall development of State's tourism industry
- Strong and on-going commitment by contributing their time and expertise to develop professionalism and a positive image of Sarawak tourism

## **Part IV**

### **4. PERIOD OF AWARDS**

All submissions performance will be evaluated for their achievements within 2017/2018.

### **5. NOMINATION**

5.1. All categories of Sarawak Hornbill Tourism Awards 2017/2018 except for Hornbill Special Awards are open for nomination, either by self-nomination or submission by any members of the tourism industry.

5.2. If there are no nomination received for any particular award (except for Hornbill Special Award), the Chairman of the Main Selection Committee may nominate any suitable nominees, as the winner for the uncontested award.

5.3. Nominees will be responsible for the submission of relevant documents or collaterals in support of their nomination. Any incomplete submission may be rejected by the Committee.

5.4. Nomination is open from 3rd January – 31<sup>st</sup> March 2019. Any submissions after the closing date shall not be entertained.

## **6. OFFICIAL ENTRY FORM**

6.1. All nominations MUST use the official entry form. The official entry form can be found at [mtacys.sarawak.gov.my](http://mtacys.sarawak.gov.my) under the Sarawak Hornbill Tourism Awards 2019.

6.2. All completed official entry form is to be submitted to Ministry of Tourism, Arts, Culture, Youth and Sports Sarawak by post or by hand at Tingkat 2, Bangunan Baitulmakmur, Medan Raya, Petra Jaya, 93050 Kuching, Sarawak.

The committee is not obliged to accept any entries received after the closing date.

6.3. All materials submitted will become the property of Ministry of Tourism, Arts, Culture, Youth and Sports Sarawak.

## **Part V**

## **7. AWARD PRIZES**

### **7.1. Trophy**

Award recipients will receive customized trophy engraved with recipients name, awards category and year of the award.

### **7.2. Certificate**

Award recipients will be given Certificate of Recognition signed by the Minister of Tourism, Arts, Culture, Youth and Sports Sarawak. Recipients for the Hornbill Special Award will be given Certificate of Recognition signed by the Chief Minister of Sarawak.

### **7.3. Cash Incentives**

Award recipients will be given cash incentives amounting to RM5, 000 each, except for Special Recognition recipients.

Hornbill Special Award recipients will receive cash incentives amounting to RM10,000 each.

### **7.4. Marketing Incentives**

Award recipients will be given Marketing Incentives for use of tourism promotional and marketing related use amounting to RM3, 000 each.

## Part VI

### 8. MAIN SELECTION COMMITTEE

The members of the Main Selection Committee are as follows:

Chairman	:	YB Datuk Haji Abdul Karim Rahman Hamzah Minister of Tourism, Arts, Culture, Youth and Sports Sarawak
Deputy Chairman I	:	YB Datuk Lee Kim Shin, Assistant Minister of Tourism, Arts and Culture Sarawak
Deputy Chairman II	:	YB Datuk Snowdan Lawan Assister Minister of Youth and Sports Sarawak
Working Committee Joint Chairman	:	YBhg Tuan Hii Chang Kee Permanent Secretary Ministry of Tourism, Arts, Culture, Youth and Sports Sarawak  Mdm Audry Wan Ullok President of Sarawak Tourism Federation
Members	:	Chief Executive Officer, Sarawak Tourism Board  Chief Executive Officer, Sarawak Convention Bureau  Director, Ministry of Tourism, Arts and Culture Malaysia (Sarawak) Office  All Category Chairman
Secretariat	:	Ministry of Tourism, Arts, Culture, Youth and Sports Sarawak  Sarawak Tourism Federation

### 9. SECRETARIAT

The Working Group Secretariat will be the Ministry of Tourism, Arts, Culture, Youth and Sports Sarawak and Sarawak Tourism Federation.

9.1. The Secretariat roles are:

- To prepare, distribute and receive nomination entry forms.
- To process and prepare a report of the nominations for Committee consideration.
- To manage and organize the Sarawak Hornbill Tourism Awards Gala Dinner night



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- To execute any directive given by the Chairman in regards of Sarawak Hornbill Tourism Awards.

## Part VII

### 10. GENERAL

10.1. The committee has the right to amend the rules and regulations above.

10.2. The committee report and selection process are HIGHLY CONFIDENTIAL.

10.3. The committee reserves the right not to select a winner if it is deemed to be unsuitable.

10.4. The committee decision is FINAL and NO APPEAL will be entertained.

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