



**SOUTH AFRICAN TOURISM**

## **2016 LILIZELA TOURISM AWARDS ADJUDICATION**

**South African Tourism (SAT)** invites reputable members of the South African Tourism Industry to form part of the Adjudication Panel of The Lilizela Tourism Awards.

Launched in 2013, the Lilizela Tourism Awards are South Africa's premier travel and tourism awards. The aim of the awards is to recognize and celebrate tourism businesses for tourism excellence, for their contribution to South Africa's global competitiveness, and for growing tourism's contribution towards GDP and job creation.

The following awards will be handed out at the 9 Provincial Awards Ceremonies happening in September 2016 as well as the National Award Ceremony, which planned for in October 2016:

1. Focus Area and Category – The Minister's Award
  - a. Recognises outstanding, unique, impactful people, events, organisations that have performed in a manner that urges the industry closer to tourism's 2020. This award is at the sole discretion of the Minister of Tourism; no adjudication is necessary.

2. Focus Area: Service Excellence

These awards are adjudicated using a scoring mechanism that takes into consideration consumer reviews and judges' scores. The consumer reviews account for 80% of the score, with the judges' votes only accounting for 20% of the total score.

- a. *The Accommodation Awards* which are based on the Tourism Grading Council of South Africa (TGCSA) definition of accommodation establishments.
- b. *Visitor Experiences Awards* which include Scenic Beauty, Roots and Culture, Adventure and Activities, Wildlife, Lifestyle, Beach Experience and Lap of Luxury
- c. *Tour Operator Awards* which award operators who allow tourists to experience the vast authentic experiences in South Africa.

3. Focus Area and Category: Entrepreneurship

This area focusses on the entrepreneur and all the initiatives undertaken to grow their businesses. While consumer reviews are collected for in this area, they are used mainly as a guide and not a determinant of the winners of the awards.



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- a. The ETEYA Lilizela Award (Emerging Tourism Entrepreneur of the Year Award) recognises black owned SMME's who have achieved notable success since starting up.

#### 4. Focus Area: Sustainable Development

The adjudication for the categories under this area focus largely on the motivation provided by the entrant as well the quality of the presentation of their respective businesses as per the rules of each category.

- a. Universal Accessibility Awards, which is based on the Tourism Grading Council of South Africa (TGCSA) definition of Universal Accessibility.
- b. B-BBEE Awards, which includes Exempted Micro Enterprises (EME), Qualifying Small Enterprises (QSE) and Large Enterprises.

All members of the tourism industry are eligible to apply to be become a judge in any of the 7 adjudication panels as per the categories listed above; however the following conditions need to be met:

- A minimum 3 year working experience in the tourism industry
- Extensive knowledge and understanding of the tourism industry
- Only one category can be selected. No judge is allowed to sit in more than one category.
- No judge can sit in the panel that they have entered into, but are however allowed to sit in any other category.

Please note that there will be no monetary compensation for the adjudication panel, however all travel relating to the adjudication will be covered by South African Tourism. If selected, please note that you will be required to be available for a compulsory briefing session and at least two (2) adjudication meetings. Adjudication will take place between June and July 2016.

**Please submit your detailed CV and a written motivation detailing your extensive experience in the Tourism Industry by 13<sup>th</sup> May 2016 to:**

**Mashoto Zimba**  
**Brand Manager: Lilizela Tourism Awards**  
**Email: Mashoto@southafrica.net**

The successful candidate will be informed telephonically by 30<sup>th</sup> May 2016. Any queries can be directed to Mashoto Zimba by email or by calling (011) 895 3175.

Please visit [www.lilizela.co.za](http://www.lilizela.co.za) for more information on the Lilizela Tourism Awards.