

# PROFESSIONALISM & EXCELLENCE SURVEY RESULTS

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*Tourism Victoria*



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## I.EXECUTIVE SUMMARY

- The majority of respondents believed that the current level of professionalism delivered by the tourism industry in Victoria was on par with the rest of the Australian tourism industry.
- Professional skill development was seen to be the most important mechanism for improving professionalism and excellence, followed by training and education programs and strong tourism networks.
- The lack of time to attend training was the most frequently cited barrier to achieving professional and excellence, followed closely by excessive regulations at the local and state level. The least frequently cited barrier was access to training.
- Assisting smaller communities via Regional Tourism Authorities was seen to have the most potential to raise professionalism and excellence in the Victorian tourism industry, followed closely by increasing industry skills and training opportunities and mentoring or coaching.
- Rewards and recognition in isolation was seen to be least effective when compared to a range of other activities. However in the general comments, there were a number of positive comments about the value of rewards and recognition in supporting the accreditation process.

## 2.BACKGROUND

*Victoria's Tourism Industry Strategic Plan 2002-2006* identified professionalism and standards as a key area that has the potential to deliver positive outcomes for both Victoria's tourism businesses and visitors to our State, thus generating a flow-on economic benefit.

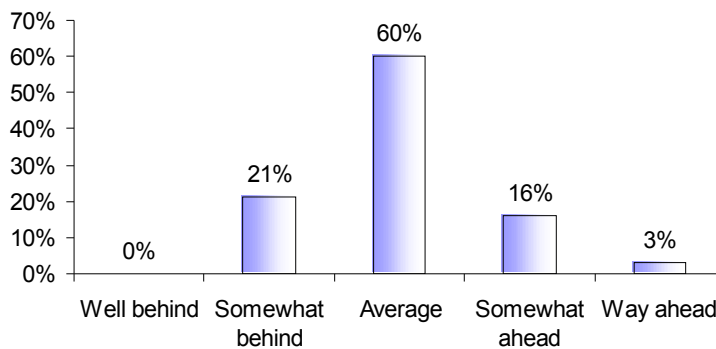
A brief on-line survey was placed on the corporate website of Tourism Victoria in early August 2004 inviting people to have their say regarding the way Tourism Victoria can encourage the raising of professionalism in Victoria's tourism industry. Twelve people responded to the on-line survey over the two months that it was accessible on-line. Given the small number of responses, a revised survey was placed on the corporate website in February 2005, to increase the number of respondents. In the second phase twenty-six people responded to the survey, resulting in a total of thirty-eight respondents across the two surveys. Where possible, results from the two surveys have been accumulated for this report.

### 3.RESULTS

#### 1.1 Level of Professionalism

The majority of the thirty-eight respondents (60%) believed that the current level of professionalism delivered by the tourism industry in Victoria was on par with the rest of the Australian tourism industry. One fifth of the respondents believed Victoria's tourism industry's level of professionalism was somewhat behind, whilst 16% thought that Victoria was somewhat ahead. Only one respondent thought that Victoria was way ahead.

Figure 3.1 Level of Professionalism

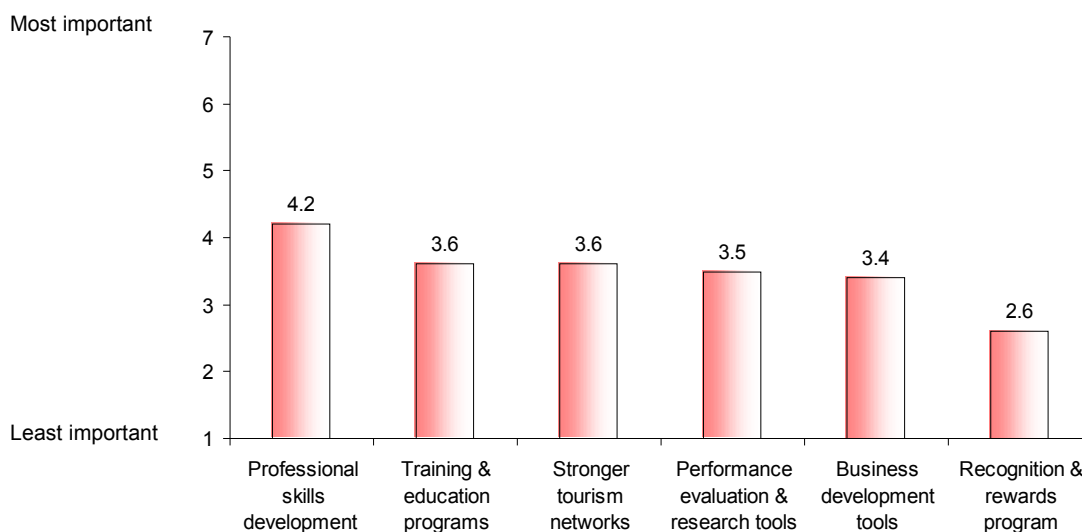


Base: All respondents (n=38)

#### 1.2 Mechanisms to improve professionalism and excellence

The respondents were asked to rate from 1 to 7 (1=least important, 7=most important), which of the following mechanisms have the most potential to improve the level of professionalism and excellence in Victoria's tourism industry. The mechanisms have been reported according to the average importance rating. Professional skills development was seen to be the most important mechanism for improving professionalism and excellence (4.2), followed by training and education programs (3.6) and strong tourism network (3.6). Recognition and rewards programs were seen to be the least important (2.6).

Figure 3.2 Mechanisms to improve professionalism and excellence



Base: All respondents (n=37)

### 1.3 Barriers that inhibit the achievement of higher levels of professionalism

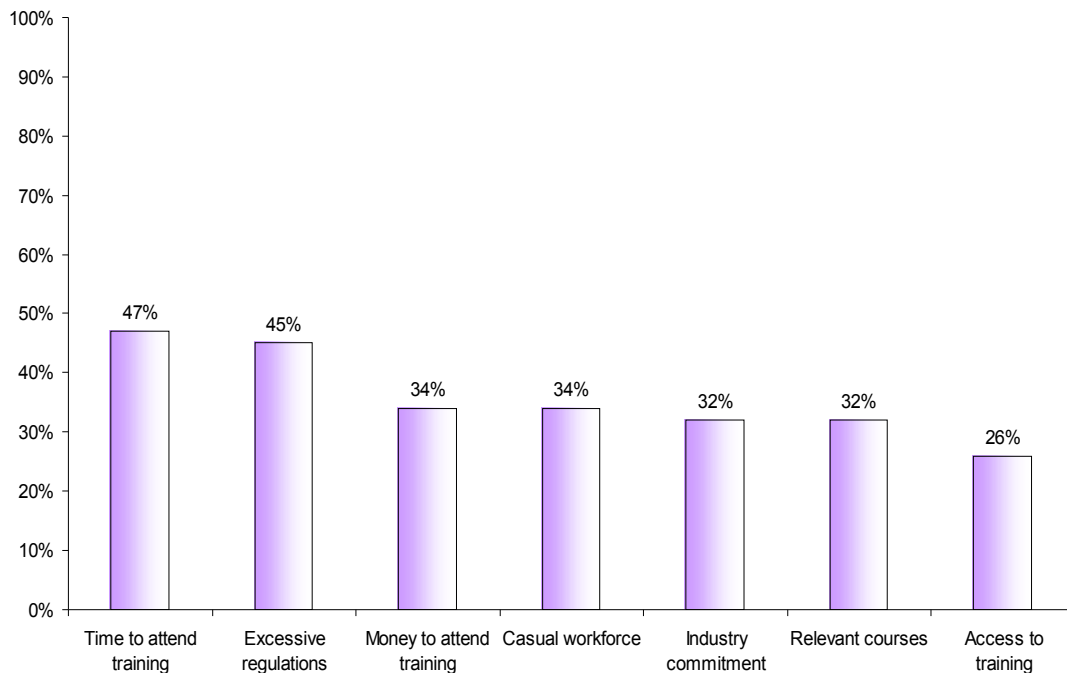
In the initial survey, respondents were asked to list up to three barriers that inhibit the achievement of higher levels of professionalism and excellence for them and their organisation. In order of importance the following comments were nominated by the respondents in survey one:

- 64% money and time to attend training
- 46% industry commitment (longer term focus, planning, understand the big picture, stop complaining)
- 36% access to training (aware of, locally run, affordable and funded)
- 36% relevant courses (targeted, short and affordable)
- 18% excessive regulations (local and state)
- 9% tourist signage
- 9% lack of on-selling by local businesses
- 9% casual workforce

This question was revised for survey two to include pre-coded responses based on the findings from survey one. Respondents in survey two were asked to indicate whether the following barriers inhibit the achievement of higher levels of professionalism and excellence for their organisation. Figure 3.3 shows the proportion of respondents who agreed with the barrier.

The lack of time to attend training was the most frequently cited barrier to achieving professional and excellence (47%), followed closely by excessive regulations at the local and state level (45%). The least frequently cited was access to training, with only 26% citing this as a barrier to professionalism and excellence.

Figure 3.3 Barriers inhibiting professionalism



Base: Survey two respondents (n=26).

#### 1.4 Actions that have the most potential to increase professionalism

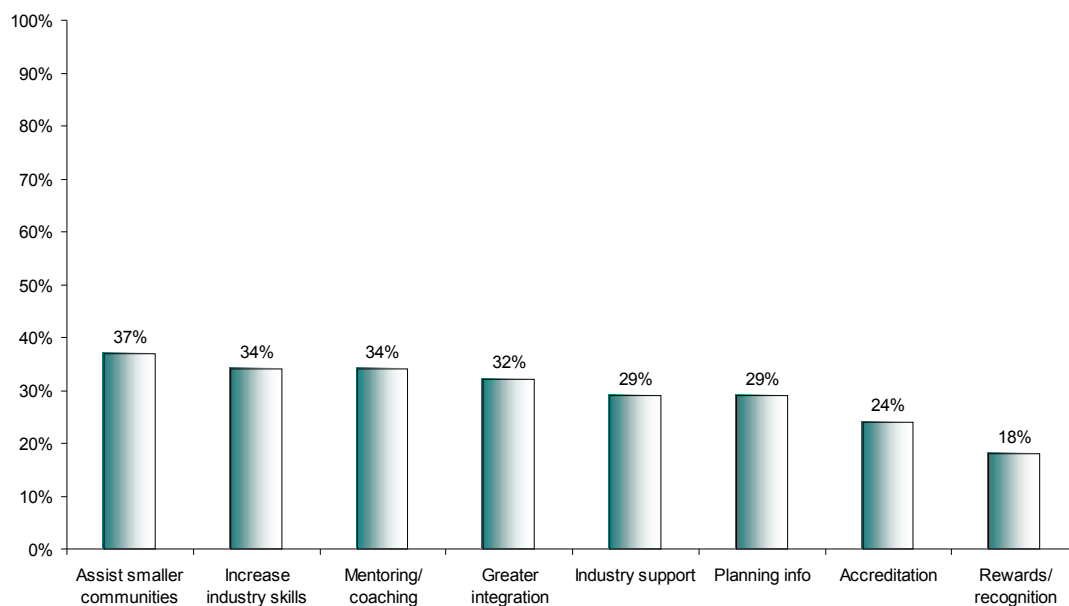
In survey one, respondents were asked to list up to three specific actions that had the most potential to raise the level of professionalism and excellence in Victoria's tourism industry. In order of importance the following comments were nominated by the respondents:

- 50% accreditation (outlaw the "fly by nighters")
- 36% support from industry and/or Tourism Victoria (training and funds to attend training)
- 36% greater integration (regional, state and federal; institutions and industry)
- 33% rewards and recognition for professionalism
- 27% mentoring/coaching
- 27% information from Tourism Victoria to help plan, provide feedback/evaluation tools
- 27% assist smaller communities via RTA's, e.g. with workshops
- 18% increase industry skills/training opportunities
- 9% recognition of more professional organisations

This question was also revised for survey two to include pre-coded responses based on the findings from survey one. Respondents in survey two were asked to indicate which of the following actions had the most potential to raise the level of professionalism and excellence in Victoria's tourism industry. Figure 3.4 shows the proportion of respondents who chose that action.

Views towards the most effective actions to raise standards were spread more evenly across a number of possible actions. Assisting smaller communities via Regional Tourism Authorities was seen to have the most potential to raise professionalism and excellence (37%), followed closely by increasing industry skills and training opportunities (34%) and mentoring or coaching (34%). Again, rewards and recognition were seen to have the least potential to make a difference (18%).

Figure 3.4 Actions with potential to increase professionalism



Base: Survey two respondents (n=26).