

2018 Canadian Tourism Awards – Sample Application Form

Use this form to prepare your answers. Please use the nomination website to submit your nominations. Additional information is available at www.tiac.travel.

Indigenous Cultural Tourism Award

The Indigenous Cultural Tourism Award will recognize an Aboriginal tourism business that has demonstrated a commitment to the development, promotion and delivery of an authentic, innovative and enriched Aboriginal cultural tourism visitor experience. The recipient will have demonstrated a commitment to authentic Aboriginal cultural tourism as a key aspect of encouraging and promoting tourism growth in their region.

The judging criteria in this category are:

1. Commitment to visitor satisfaction through delivery of quality and authentic market ready experiences as outlined in ATAC's National Guidelines (20%)
2. Stimulation of tourism employment and economic activity in the host Aboriginal community (20%)
3. Social/cultural impact in the community through the demonstrated promotion and advancement of Aboriginal culture (20%)
4. Demonstrates innovation in the development and delivery of the experience (20%)
5. Commitment to cultural sustainability (20%)

About the Nominee

Nominee's Name:

Nominee's Address:

Postal Code:

City:

Province:

The nominee is best described as an:

- Independent Business
- Franchise
- Corporation
- Government Agency/Crown Corp.
- Event
- Marketing Organization
- Other:

If shortlisted, who should we contact?

First Name:

Last Name:

Professional Title:

Company Name:

Phone Number:

Email:

Nomination Questions

- 1. Briefly introduce the nominee and provide an overview as to why the nominee is deserving of this award. (100 words)**
- 2. Demonstrate that the nominee consistently meets and/or exceeds visitor expectations and that the nominee works to consistently deliver memorable and authentic Aboriginal Tourism experiences. (250 words)**
- 3. Demonstrate how the nominee's work has contributed to the promotion and advancement of culture in their community. (250 words)**
- 4. Demonstrate that the nominee generates/stimulates tourism, employment and economic activity in the host Aboriginal community. (250 words)**
- 5. Demonstrate how the nominee is innovative in the creation, promotion and delivery of their Aboriginal cultural tourism experience. (250 words)**
- 6. Demonstrate the nominee is actively committed to cultural sustainability. (250 words)**
- 7. Is there anything else that the judges should know about the nominee? (100 Words)**

Attachments

These may be used in the awards slide show if your nomination is shortlisted.

What to Include?

If you are nominating a marketing campaign, please show the creative materials; if you are nominating for community service, you might want to show pictures of your team at a community event; etc.

Photos: RECOMMENDED 3-5 images, .jpg and .tiff files accepted (please no .pdf)
High resolution, minimum 300 dpi

Videos/Web Links: OPTIONAL 1-2 minutes max., .AVI, .MP4 and .MOV files accepted

Youtube Links:

Website Links:

Please add photos and documents at the next screen.