

2021 Canadian Tourism Awards – Sample Application Form

Use this document to prepare your answers. To submit your nomination, head over to TIAC's website: tiac-aitc.ca/cgi/page.cgi/nominate.htm

Indigenous Tourism Award

The Indigenous Tourism Award will recognize an Indigenous tourism business that has demonstrated a commitment to the development, promotion and delivery of an authentic, innovative and enriched Indigenous tourism experience. The recipient will have demonstrated a commitment to authentic Indigenous 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 ITAC's National Guidelines (20%)
2. Stimulation of tourism employment and economic activity in the host community (20%)
3. Social/cultural impact in the community through the demonstrated promotion and advancement of Indigenous culture (20%)
4. Demonstrates innovation in the development and delivery of the experience (20%)
5. Commitment to cultural sustainability (20%)

NOMINEE Contact Info

Nominee's Name:

Nominee's Email:

Nominee's Phone Number:

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:

Nomination submitted by:

First Name:

Last Name:

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 Indigenous 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 Indigenous community. (250 words)**
- 5. Demonstrate how the nominee is innovative in the creation, promotion and delivery of their Indigenous 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 **WILL** be used in the production of the awards video if your nomination is shortlisted.

What to include?

Attachments are for media files only. Only text submitted in the appropriate form fields are reviewed, no text files submitted as an attachment will be viewed by judges.

If you are nominating a marketing campaign, please show the creative materials; if you are nominating for responsible tourism, you might want to show pictures of your initiatives or the positive side effects; etc.

Please do not submit any PDF files, video files or PowerPoint files.

Photos:	RECOMMENDED	5 images, .jpg or .png files accepted (please no .pdf), high resolution, minimum 300 dpi
YouTube Links:	RECOMMENDED	Only videos uploaded to YouTube, Vimeo, etc. will be viewed – please do not attach video files
Website Links:	OPTIONAL	