

2019 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 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:

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 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 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 files accepted (please no .pdf), high resolution, minimum 300 dpi
YouTube Links:	OPTIONAL	Only videos uploaded to YouTube, Vimeo, etc can be viewed – please do not attach video files
Website Links:	OPTIONAL	