

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

Sustainable Tourism Award

The Sustainable Tourism Award will be presented to an organization that has made an outstanding contribution to the practice and promotion of sustainable tourism in Canada.

The judging criteria in this category are:

1. Protects and preserves natural and cultural heritage resources (20%)
2. Fosters appreciation and enjoyment of natural and cultural heritage resources (20%)
3. Raises awareness among visitors and influences them to enjoy resources sustainably (20%)
4. Mitigates negative impacts of tourism on the natural and cultural environment (20%)
5. Respects, involves and engages other stakeholders and host communities (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 the nominee endeavours to protect our natural and cultural heritage resources. (250 words)**

For this question, the nominator could: Describe how the nominee supports and contributes to the protection, enhancement and restoration of the integrity of natural and cultural heritage resources and places; how the nominee encourages the establishment of parks, sites and reserves; how the nominee supports legislation to ensure protection of historic places and resources; etc.

3. **Demonstrate the nominee promotes the appreciation and enjoyment of our natural and cultural heritage resources. (250 words)**

For this question, the nominator could: Describe how the nominee provides opportunities to connect with Canada's natural and cultural heritage; how the nominee influences travellers through marketing, trip-planning materials which encourage the enjoyment of nature, our culture and our communities; etc.

4. **Demonstrate the nominee raises awareness about the need to preserve our natural and cultural heritage resources and influences visitors to enjoy our natural and cultural heritage resources sustainably. (250 words)**

For this question, the nominator could: Describe how the nominee shares knowledge through education programs, staff training and scholarships; how the nominee influences visitors through activities which foster responsible use and enjoyment of nature, our culture and our communities; etc.

5. **Demonstrate the nominee mitigates or minimizes impacts on our natural and cultural heritage resources. (250 words)**

For this question, the nominator could: Describe how the nominee limits the negative impacts of tourism on the natural and cultural environment through the responsible use of resources, effective waste management and minimizing of pollution; how the nominee supports leading-edge services and facilities that respect heritage resources and places while achieving economic goals; etc.

6. **Demonstrate the nominee respects, involves and engages other stakeholders and host communities collaboratively in decisions relating to our natural and cultural heritage resources. (250 words)**

For this question, the nominator could: Describe how the nominee works with governments, communities, stakeholders, travellers and other industries to exchange information, technologies and solutions, and develop shared plans; how the nominee respects the rights and values of host and local communities, property owners and Aboriginal peoples; how the nominee educates communities about the importance of tourism and provides them with a meaningful role in planning and decision-making for the design, development and delivery of tourism programs and services; how the nominee optimizes the long-term economic, social, cultural and environmental benefits to the community; etc.

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	