

# 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](http://tiac-aitc.ca/cgi/page.cgi/nominate.htm)

## Tourism Employee Appreciation Award

The Tourism Employee Appreciation Award will be presented to a front-line employee whose professionalism, dedication, attitude, and quality of service best exemplify excellence in the tourism industry.

Owner/operators and senior management personnel are generally not eligible for this award.

The judging criteria in this category are:

1. Attitude and dedication (20%)
2. Leadership, cooperation and teamwork (20%)
3. Maintains exemplary work standards (20%)
4. Goes above and beyond to improve his/her organization (20%)
5. Commitment to visitor/participant/spectator satisfaction (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 the nominee exhibits a winning attitude and dedication towards his/her duties. (250 words)**

*For this question, the nominator could: Describe the nominee's length of service; how the nominee exerts a friendly, welcoming, helpful, or cooperative attitude towards visitors and colleagues; how the nominee serves as an ambassador for the tourism industry; etc.*

3. **Demonstrate the nominee exhibits leadership qualities that promote co-operation and teamwork among his/her colleagues. (250 words)**

*For this question, the nominator could: Describe how the nominee is committed to enhancing training and development opportunities; how the nominee exhibits leadership qualities that promote co-operation, teamwork and camaraderie among their colleagues; how the nominee serves as a role model and/or a mentor for other employees; how other employees view the nominee's contribution to the workplace; etc.*

4. **Demonstrate the nominee maintains exemplary work standards in his/her position. (250 words)**

*For this question, the nominator could: Describe the nominee's knowledge, ability and/or effectiveness in his/her position; the nominee's attention to detail; how the nominee overcomes obstacles to ensure tasks are accomplished and responsibilities are met; the nominee's integrity, passion, commitment and dedication; etc.*

5. **Demonstrate the nominee regularly goes above and beyond the normal requirements of his/her duties for the betterment of his/her organization. (250 words)**

*For this question, the nominator could: Describe how the nominee makes the workplace more enjoyable by improving workplace procedures; how the nominee serves as an ambassador for his/her employer and/or profession; how the nominee initiates and implements creative new ideas that will contribute to the organization's success; etc.*

6. **Demonstrate the nominee is committed to visitor/participant/spectator satisfaction. (250 words)**

*For this question, the nominator could: Describe how the nominee consistently meets and/or exceeds visitor expectations; how the nominee works to consistently deliver memorable tourism experiences; any other recognition, acclaim or awards received by the nominee; how the nominee interacts with visitors; how the nominee has a thorough understanding of, and appreciation for the tourism product or service being offered; 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.**

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