



Parks
Canada

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2012 Parks Canada New Brunswick Sustainable Tourism Award

Nomination Procedure

Parks Canada New Brunswick and TIANB recognize that the long-term sustainability of tourism in New Brunswick depends on delivering high quality products and a welcoming spirit among our employees and fellow New Brunswickers. We wish to respond to evolving market demands while at the same time creating a greater awareness of the economic, social, cultural, and environmental significance of tourism within New Brunswick.



Parks Canada's Sustainable Tourism Award increases public awareness and acknowledges the extensive efforts of those already involved with working towards sustainable tourism.

To qualify for this award, an operator must demonstrate a commitment to excellence and an appreciation and respect for our natural, cultural, and aesthetic heritage. Harmonizing economic objectives with the protection and enhancement of this heritage, the operator must offer tourism products and services that are consistent with community values and the surrounding environment.

In cooperation with tourism industry colleagues the operator must also work to promote the benefits of sustainable tourism.

Nomination Criteria

The criteria established for the Parks Canada New Brunswick Sustainable Tourism Award reflect the three pillars of sustainable tourism development-economic viability, environmental sustainability, and cultural appropriateness. The recipient of this award has made a contribution to sustainable tourism in New Brunswick by:

- Demonstrating a commitment to excellence and encouraging an appreciation of, and respect for, New Brunswick's natural, cultural and aesthetic heritage;
- Striving to achieve tourism development in a manner which harmonizes economic objectives with the protection and enhancement of New Brunswick's natural and cultural heritage;
- Cooperating with colleagues and the tourism industry in promoting sustainable development;
- Offering tourism products and services that are consistent with community values and the surrounding environment; and
- Fostering greater awareness of the economic, social, cultural and environmental significance of tourism.

NOMINATION PROCEDURE

- One to three page nominations may be submitted by mail or electronically to

Tourism Industry Association of New Brunswick

500 Beaverbrook Court, Suite 440

Fredericton, New Brunswick

E3B 5X4

info@tianb.com

- All nominations received by the nomination deadline of March 31, 2012
- **Nominations must indicate how the nominee matches the criteria outlined for this award.**
- Include name and contact information for both the nominee and the nominator. The nominator must inform the nominee that they are being nominated.
- Self-nominations are accepted.
- Please note, partial nominations will **not** be considered.

JUDGING PROCESS

All complete nominations will be reviewed and scored by a panel of TIANB and Parks Canada representatives.

FINALIST RECOGNITION

The winning finalist will be presented with the Parks Canada New Brunswick Sustainable Tourism Award at the 2012 TIANB Annual Conference in Saint John, May 24, 2012.

The winner of the Parks Canada New Brunswick Sustainable Tourism Award will be presented with a wildfowl wood sculpture hand crafted by a New Brunswick artist.

Sustainable Tourism is defined by the Tourism Association of Canada and Parks Canada as - "tourism that actively fosters appreciation and stewardship of the natural, cultural and historic resources and special places by local residents, the tourism industry, governments and visitors." It is tourism which can be sustained over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place."

NOMINATIONS WILL BE ACCEPTED UP TO MARCH 31, 2012.

Tourism Industry Association of New Brunswick
500 Beaverbrook Court, Suite 440, Fredericton, NB E3B 5X4

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