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## **PARKS CANADA NB SUSTAINABLE TOURISM AWARD 2017**

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.”

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**

Companies or organizations may be nominated by an industry partner or may self-nominate.

### **ENTRY REQUIREMENTS**

1. one to three page nominations may be submitted by mail or electronically.
2. Nominations must indicate how the nominee matches the criteria outlined for this award.

**NOMINATIONS WILL BE ACCEPTED UNTIL APRIL 28, 2017 AT 4:30PM**

## **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.
- Fostering greater awareness of the economic, social, cultural and environmental significance of tourism.

**PARKS CANADA  
SUSTAINABLE TOURISM AWARD  
NOMINATION FORM**

**INFORMATION ABOUT THE NOMINEE**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

**INFORMATION ABOUT THE NOMINATOR**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

PLEASE ATTACH OTHER REQUESTED INFORMATION AND MATERIAL.

SUBMISSIONS MAY BE SENT BY **MAIL, FAX OR EMAIL** TO:

**TIANB AWARDS SELECTION COMMITTEE  
500 BEAVERBROOK COURT, SUITE 300  
FREDERICTON, NB E3B 5X4  
EMAIL: [shelley@tianb.com](mailto:shelley@tianb.com)  
FAX: (506) 459-3634**

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