



Tourism Awards of Excellence Award Descriptions and Nomination Criteria

Sustainability Leadership In Tourism Award

Presented to a business that embraces sustainable concepts and implements them in its daily operations. Key concepts include:

- Demonstrating a commitment to excellence and encouraging an appreciation of Yukon's heritage
- Striving to achieve tourism development in a manner, which harmonizes economic objectives with the protection and enhancement of Canada'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.

The recipient of this award excels in meeting the needs of present visitors and host communities while protecting and enhancing opportunity for the future.

When nominating a business for this Award, please (to the best of your ability) prepare your nomination by including answers to as many of the questions below as possible.

1. Commitment to Excellence

- a) Describe any recognition, acclaim or awards previously received by the nominee for sustainable tourism development or promotion.
- b) Describe how the nominee has demonstrated a commitment to encouraging appreciation of, and respect for, Canada's natural, cultural and aesthetic heritage.

2. Achievement of Sustainable Tourism Development

- a) Describe how the nominee has strived to achieve tourism development in a manner, which harmonizes economic objectives with the protection and enhancement of Canada's natural and cultural heritage.
- b) Describe how the tourism products and services offered by the nominee are consistent with community values and the surrounding environment.

3. Promotion of Sustainable Tourism

- a) Describe how the nominee has cooperated with colleagues and the tourism industry in promoting sustainable development.
- b) Describe how the nominee has fostered greater public awareness of the economic, social, cultural and environmental significance of tourism.

Yukon Marketing Innovation Award

In recognition of a marketing campaign that increases business and enhances Yukon's visibility as a superior tourism destination.

The program, campaign or project:

- May be conducted domestically or internationally;
- May promote tourism on a local, territorial/provincial and/or national level;
- May include individual or combined efforts;
- May focus on a package, destination, tourism or tourism-related business, public relations; and
- May include: radio, television, print, outdoor advertising, electronic media, web, media kit, targeted promotional campaign and/or public relations.

Nominations will be reviewed in light of the quality of content, image, high levels of customer satisfaction with product on offer, campaign distribution and quantitative results. This category recognizes an individual or organization who has not only undertaken an innovative project but who can also demonstrate the successful outcome of their initiative.

When nominating a marketing campaign for this Award, please (to the best of your ability) prepare your nomination by including answers to as many of the questions below as possible.

1. Contribution to Tourism

- a) Describe how the nominee's work has contributed to the promotion or support of the tourism industry.
- b) Show the nominee's record of involvement or volunteerism with the tourism community.

2. Sustainability of Tourism

- a) Describe how the nominee's efforts will contribute to the sustainability of the tourism industry. (Definition of "sustainable tourism" is tourism that 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.)

3. Description of Accomplishments

- a) Describe the marketing campaign for which the nomination is being presented.

4. Objectives and Evaluation

- a) Describe the nominee's use of research, objectives and evaluation relative to the marketing campaign being recognized in the nomination.

5. Visitor Expectations

- a) Demonstrate the nominee's ability to successfully satisfy visitor expectations.
- b) Present how the nominee managed visitor expectations.

6. Professionalism and Image

- a) Describe how the nominee has contributed to the enhanced professionalism and image of the tourism industry.

HR Distinction Award

Awarded nominees represent businesses or employees that have demonstrated a commitment to professionalism in the Yukon tourism workforce through professional recognition, training and excellence in human resource management or self-development. The recipient is dedicated to achieving enhanced results through dedication to training and HR development. (If your nominee has HR policy in place, which you would like to make us aware of, please mention this in the nomination).

When nominating a business for this Award, please (to the best of your ability) prepare your nomination by including answers to as many of the questions below as possible. We encourage businesses to nominate themselves in this category.

Business HR Practices

- a) State the turnover rate as a percentage of all employees for the last completed calendar year.
- b) State the percentage of payroll spent by the business on training over the past calendar year.
- c) Describe up to five incentives provided for employee professional development
- d) Describe up to ten employer-paid benefits offered to employees
- e) As a percentage of total positions filled during the last calendar year, indicate the proportion (%) of promotions from within the organization.
- f) Indicate the proportion (%) of employees enrolling in and achieving professional certification, professional recognition, or credentials from an outside organization, as a percentage of total employees.

2. Awards or Recognition

- a) Identify awards or recognition received for excellence in human resources development by the business since its establishment. Please specify if the award is local, national or international, as well as date received

3. Contribution to Workforce Development

- a) As a proportion of all employees, indicate the percentage of student work placements (high school or post-secondary) provided in the last year (January 1, 2009 to April 30, 2010) with a brief description.

b) Identify a maximum of five activities, which support tourism education (i.e. participating in community secondary or post-secondary institution career fairs; providing funding to support tourism education; participating on the advisory committees for high school or post-secondary tourism-related programs, e.g. Canadian Academy of Travel & Tourism, hospitality or tourism programs at colleges and universities

c) Identify up to five programs related to the hiring and workplace support for people from alternative labour pools (e.g.) new Canadians, Aboriginals, people with disabilities.

4. Human Resource Planning

a) Describe business's activities related to research, analysis and evaluation in the areas of recruitment, training, and evaluation of employees and how the findings and recommendations have been used by the business.

5. Customer, Visitor Impact/Response

a) Describe customer satisfaction results (based on documented results: comment cards, surveys, testimonials, etc.), particularly if they can be related to the business' HR activities

b) Describe employee satisfaction results, which are based on documented results: comment cards, surveys, testimonials, etc.

Creative Travel Media Implementation

Recognizes the individual or media business that has excelled in the field of travel partnership and journalism. The recipient of this award has provided outstanding participation in and/or support of Yukon's travel industry by effectively promoting the Yukon as a tourism destination. Any type of media, including both print and broadcast sources (newspaper, magazines, television, radio, film, internet, etc.) can be nominated. The nomination may include a long-term body of work, however, at least one work being nominated must have been published or broadcast between April 2009 and April 2010.

When nominating an individual or media business for this Award, please (to the best of your ability) prepare your nomination by including answers to as many of the questions below as possible.

1. Excellence in Field of Endeavour

a) Describe any recognition, acclaim and awards previously received by the nominee.

b) Highlight any previous successes enjoyed by the nominee.

2. Contribution to Tourism

a) Describe how the nominee's work has contributed to the promotion or support of the tourism industry.

b) Show the nominee's record of involvement or volunteerism with the tourism community.

3. Sustainability of Tourism

a) Describe how the nominee's efforts will contribute to the sustainability of the tourism industry. (Definition of "sustainable tourism" is tourism that 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.)

4. Description of Accomplishments

a) Describe the specific action(s) or initiative(s) and/or the long-term body of work and effort for which the nomination is being presented.

5. Objectives and Evaluation

a) Describe the nominee's use of research, objectives and evaluation relative to the work being recognized in the nomination.

Outstanding Tourism Volunteer Award

Recognizing that TIA Yukon, all of our designated organizations and all of our events in Yukon are driven by volunteers, this award is given to an individual who, as a volunteer, has demonstrated an outstanding effort in serving tourism locally, territorially or nationally. The recipient's tireless dedication and commitment to the tourism industry in tandem with his or her vision and skill will serve as a legacy for many years to come.

When nominating an individual for this Award, please (to the best of your ability) prepare your nomination by including answers to as many of the questions below as possible.

1. Excellence in Field of Endeavour

a) Describe any recognition, acclaim and awards previously received by the nominee.

b) Highlight any previous successes enjoyed by the nominee.

2. Contribution to Tourism

a) Describe how the nominee's work has contributed to the promotion or support of the tourism industry.

b) Show the nominee's record of involvement or volunteerism with the tourism community.

3. Sustainability of Tourism

a) Describe how the nominee's efforts will contribute to the sustainability of the tourism industry. (Definition of "sustainable tourism" is tourism that 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.)

4. Description of Accomplishments

a) Describe the specific action(s) or initiative(s) and/or the long-term body of work and effort for which the nomination is being presented.

5. Professionalism and Image

a) Describe how the nominee has contributed to the enhanced professionalism and image of the tourism industry.

Yukon Tourism Ambassador Award

Presented under exceptional circumstances only to recipients that have demonstrated excellence in product quality, standards, and development of the Yukon tourism industry. The recipient will demonstrate a first-class work ethic for other operators to aspire to. This individual or company will exhibit unparalleled dedication to positively shaping the future of the Yukon tourism industry. Please note, this honourable title will not necessarily be awarded yearly. It will be awarded in exceptional circumstances, solely based on the decision of the awards judging committee in response to received nominations.

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