TIANB's Sustainability in Tourism Contest

Students in K-12, we want to hear from you!

New Brunswick is a province of natural beauty, unique attractions, spectacular adventures, and tantalizing delicacies. Tourists from around the world are attracted to all parts of our province to experience the wonders of NB. Many times, if not most often, the first people to welcome these guests are members of the Hospitality and Tourism industry that employs approximately 30,000 people! They frequently create both the first and lasting impressions for our visitors. We want to know how operators and destinations are acting on and promoting sustainability. You can help by participating in the Tourism Industry Association of New Brunswick (TIANB's) Sustainability in Tourism Contest, in partnership with Education and Early Childhood Development (EECD). Introduce us to an operator or a tourist destination in your community in a creative project. Explore in your project how tourism in New Brunswick supports the Sustainable Development Goals and supports NB to be a thriving destination.

Contact List

Experiential Learning Coordinators:

ASD-W: Crystal Roberts   ASD-N: Adam Hayward

ASD-S: Bobbie Craft   ASD-E: Kari Cheyne

ÉDPE :

Claude-Émilie Deschênes

TIANB

Keri Alberts; Support with TIANB Partners

Luis Cardoso; Support with Technology or Guidelines

Guidelines

- This contest is open to all Middle and High School students and/or classrooms in New Brunswick with parental consent who have registered here: https://forms.office.com/r/m0CmiRibUw .
- Dialogue must be in the students' language of instruction.
- Entries must be an original production and follow Canadian copyright laws..
- Submissions can be individual, group, or classroom based.
- All valid entries will be evaluated by a committee of external tourism stakeholders using the rubric provided in this document. Its decisions are final.

- Registration opens October 15th, 2023.
- Entry deadline: March 29, 2024, at 4pm.

What information should the project contain?

➢ Each submission must include a ½ page reflection using some of the prompts provided in the *Reflection Prompts* section below.

➢ Entrants will explore 1 question of their choosing from the *Question Bank*, all of which are aligned with the [Sustainable Development Goals (SDGs)](), entrants can also include any other questions they think relevant to explore.

    ❖ To answer their chosen question, individuals or groups will research what their chosen operator/destination is currently doing.

➢ Entrants will also need to identify something the operator/destination is **not** doing, and will give suggestions to support the partner in improving sustainability.

Additional important information about the contest can be found at tianb.com.

Prize: 4 prizes of $300, donated by TIANB, will be granted to the top scoring entry for Middle School and High School in both the Anglophone and Francophone sectors.

Approved Mediums

All entries must be formatted in their final copy in a downloadable format such as .PDF, .PNG, .PPTX, .MP3, .MP4, .DOCX, or as a restriction free site. Regardless of the medium you choose, remember to make your objective and audience clear. Imagination and creativity are encouraged. If you use music, it must be copyright free, or you must have permission to use it and produce proof of permission. Reach out to your experiential learning coordinator with other ideas to have them approved before submitting.

Submissions will be submitted electronically into One Drive, using this link:

[TIANB Sustainability in Tourism Entries 2023-24]()

Options and ideas:

Video: Documentary; Stop-motion; Animation; Lego; Tik Tok

Virtual: Recording of TEAMS or Zoom video conference (Permission required!)

Narrative: Graphic Novel; Children's Book; Blog; Magazine Article; Short Story

Presentation: Website; Podcast

Portfolio: My Blueprint

Question Bank

If a student or group has a question rooted in the UN SDG's not on this list, please contact your Experiential Learning Coordinator for approval to use it in the final project.

Climate Change Adaptation & Mitigation:

1. How does this operator or location make plans to keep people safe from local natural disasters in the long-term?

2. What has this operator or location done to get better at dealing with things like climate change, droughts, hurricanes, and floods?

3. What tourism practices does this operator or location do to minimize waste, reduce environmental impact, and encourage responsible consumption by tourists?

4. How is this operator or location promoting climate-friendly tourism practices, reducing greenhouse gas emissions, and raising awareness about climate change?

Environmental Sustainability and Conservation:

5. How does this operator or location make sure we use water wisely and take care of the creatures and plants in the water?

6. How is this operator or location helping underwater life and the areas where they live? For example, are they stopping things like pollution in the sea, making sure the water isn't too acidic, and protecting coastal areas?

7. In what ways does this operator or location try to use less energy or use clean energy like wind or sun power?

8. How does this or operator or location plan and encourage the protection and repair of damage to the land? This could include stopping invasive species, keeping the soil healthy, managing wetlands, and taking care of the forests.

9. How is this operator or location trying to make the land and soil healthier over time?

Social Justice and Inclusion:

10. How does this operator or location promote gender equality in their workforce and empower women in the tourism industry?

11. How does this operator or location stop unfair treatment and make sure everyone is included, no matter how much money they have, what gender they are, their race, abilities, or religion? Do they have rules and actions to make this happen?

12. What does this operator or location do to promote health and safety measures for tourists and the local community?

13. What sustainable tourism practices does this operator or location do to ensure that visitors have access to nutritious and locally sourced food while reducing food waste?

Education and Awareness:

14. How does this operator or location help people of all ages and genders keep learning and build their awareness of sustainability?

15. In what ways is this operator or location making education in New Brunswick better, helping people understand more about climate change, and teaching us how to deal with it?

16. What educational programs or experiences does this operator or location use to enhance the cultural and environmental knowledge of visitors and locals?

Cultural and Natural Heritage:

17. How does this operator or location work to protect and take care of the history and nature of the community or province?

18. What initiatives does this operator or location use that help showcase the rich cultural and natural heritage of our region's terrestrial ecosystems?

Economic Development and Innovation:

19. How does this operator or location help create jobs, come up with new ideas, and make our economy stronger?

20. In what ways does this operator or location support young people in learning about different career pathways in New Brunswick?

21. How does this operator or location create projects that promote innovation and sustainable technology to improve their community's infrastructure?

22. How is this operator or location making sure we don't waste things and hurt the environment? Do they teach us how to be responsible and use things again and again? Do they support local businesses and tourism?

Reflection Prompts

- Why did you choose the tourism operator/attraction that you did?

- What challenges did you face in producing your project?

- What did you learn from this project?

- What advice would you give to someone doing a similar project?

- If you could go to any tourism operation in New Brunswick for a class field trip, where would you want to go? Why?

- Has this project inspired you to work in the tourism industry? If so, what type of job or career do you see yourself doing and why?

Final Edits Checklist

Creativity and Relevance:

Check out other projects like the one you want to make. Try to be original. Don't be afraid to think "outside the box".

Did you capture the interest of your audience?

Did you focus the questions on your specific destination or operator?

Quality:

Did you research your operator or destination well enough to answer questions?

Did you check to make sure your questions are in logical order?

Did you put some thought into the answers and how they were developed?

Verification of Entries

Any fraudulent entries will be rejected. Any individual who enters or attempts to submit an entry in a manner which is contrary to the Official Rules, or which is otherwise disruptive to the proper operation of the Contest or by its nature is unjust to other entrants or potential entrants will be rejected and that entrant will be disqualified. All decisions of the Contest Committee with respect to any and all aspects of the Contest, including without limitation the eligibility or disqualification of entrants or entries, are final and binding without right of appeal.

Intellectual Rights

Students retain intellectual rights of their work but acknowledge that TIANB and EECD can use their work, or parts thereof, in promotional advertisements, websites, or any other purpose they see fit without compensation or notification of the entrant. By submitting an entry, the students acknowledge that their names and likenesses may be used by the above stated organizations for promotional purposes without compensation or notification.

By submitting an Entry, the Entrant:

Agrees to the competition rules and guidelines. Agrees to allow EECD and/or TIANB to use their entry in promoting tourism. Confirms that the submission is an original work, and no part is plagiarized. Acknowledges that the contest rules are subject to change at any time and without the notification of entrants.

Photos and Images

Students are encouraged to work with the operators and take their own photos. However, if needed, the following sites have copyright free photos related to New Brunswick: **https://pixabay.com/**; **https://unsplash.com/**

A digital asset database of copyright free New Brunswick photos is also available: **https://platform.crowdriff.com/m/destinationnb**

<u>Media Release</u>

In addition to ASD-W media release, an additional media release form specific to EECD and TIANB will be given to winning entrants after completion of judging. This release will allow EECD/Future NB and TIANB to use the students name and likeness to promote future contests as well as share the final projects at events and on websites. It will also allow for photos to be taken during awards ceremonies, and used on TIANB/EECD social media, websites, and promotional material.

<u>Assessment Rubric</u>

Criteria	1	2	3	4
Sustainable Development Goals	The chosen question was unclear or lacked a solid answer. No suggestions were identified for the organization to improve on sustainability	The chosen question was clear, but the answer discussed only one or two facts/points. A gap was identified in the organization, but suggestions for improvement were missing or irrelevant	The chosen question was clear, the answer discussed three valid facts/points. A gap was identified in the organization, but suggestions for improvement to sustainability were missing or irrelevant	The chosen question was clear, the answer discussed three valid facts/points. A gap was identified in the organization, suggestions for sustainability improvements were valid and substantial
Creativity and Relevance	Content and ideas have been borrowed from other similar projects and there is little to no connection between question asked and destination or operator being presented	Content and ideas are interesting to watch or read, question chosen is connected to the destination or operator being presented, but the facts don't align with the question	Content and ideas are new/interesting, question chosen is connected to the destination or operator being presented, facts/points are aligned with question but may be vague	Content and ideas are new/interesting, question chosen is connected to the destination or operator being presented, facts/points are aligned with question and highly focused
Quality of work	Information is present but is not shown in a logical way, is not well thought-out, or does not align with the operator or destination being presented; flow of ideas in project is missing	Information is present but is not shown in a logical way, images/sounds sometimes align with the question or operator/destination; there is some flow to ideas	Information is present and shown in a logical way; images/sounds sometimes align with the question or operator/destination and there is good flow to ideas	Information is present and shown in a logical way; images/sounds align well with the question or operator/destination; there is good flow to the ideas presented
Reflection	All answers need some development or are not answered clearly.	Some good answers to questions but needs further development or clarification.	Good answers to questions.	Answers to the reflection questions show a great deal of thought and are clearly expressed.