**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 tourists 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). **We want to learn from you**. In a project of your choice from the options below, introduce us to an operator or a tourist destination in your community. Explore in your project how tourism in New Brunswick supports the SDG’s and supports NB to be a thriving destination. We look forward to and value your perspective.

**Guidelines**

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* This contest is open to all students and/or classrooms in New Brunswick.
* Dialogue must be in the students’ language of instruction.
* Entries must be an original production and follow [Canadian copyright laws](http://cmec.ca/Publications/Lists/Publications/Attachments/291/Copyright_Matters.pdf).
* All entrants below the age of majority must have parental consent to submit their personal information.
* Submissions can be individual, or classroom based, and each submission must include a ½ page reflection answering at least three of the reflection questions under “Suggestions” below.
* Students will explore 15 questions, 10 of which must be aligned with the [Sustainable Development Goals (SDGs)](https://sdgs.un.org/goals), and 5 questions can be open ended. All valid entries will be evaluated by a committee of external tourism stakeholders. Its decisions are final.
* Registration deadline: January 13, 2023, at 4pm
* Entry deadline: April 27, 2023, at 4pm
* Additional important information about the contest can be found at tianb.com.
* Contact your district Experiential Learning Coordinator for support:

[robert.gillis@nbed.nb.ca](mailto:robert.gillis@nbed.nb.ca) (ASD-N)

[crystal.roberts@nbed.nb.ca](mailto:crystal.roberts@nbed.nb.ca) (ASD-W)

[anna.paradis@nbed.nb.ca](mailto:anna.paradis@nbed.nb.ca) (ASD-E)

[bobbie.craft@nbed.nb.ca](mailto:bobbie.craft@nbed.nb.ca) (ASD-S).

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**Prize:** $300,donated by TIANB, will be presented to the winning entry in each category:

Grades K-5, Grades 6-8, Grades 9-12

**Approved Mediums**

Regardless of the medium you choose, remember to state your objective and audience. 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. Here are the approved mediums, please reach out to your experiential learning coordinator with other ideas to have them approved before submitting.

**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

**Assessment**

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| --- | --- | --- | --- | --- |
| **Criteria** | **1** | **2** | **3** | **4** |
| **Sustainable Development Goals** | **Less than 10 SDG related questions were answered.** | **10 SDG related questions were answered but with little relevance to the project.** | **10 SDG related questions were answered, and most were relevant to the project.** | **10 SDG related questions were answered, and students explored the questions in depth.** |
| **Creativity and Relevance** | **Content and ideas have been borrowed from other similar projects and there is little to no connection between questions asked and destination or operator being presented** | **Content and ideas are interesting to watch or read, some questions asked are connected to the destination or operator being presented** | **Content and ideas are interesting to watch or read, all questions asked are connected to the destination or operator being presented** | **Content and ideas are interesting to watch or read, all questions asked are connected to the destination or operator being presented and are highly focused** |
| **Quality** | **Information is present but is not in a logical sequence, is not well thought-out, or does not align with the operator or destination being presented** | **Information is present, is not logical sequenced, answers are not well developed, but questions align with operator or destination being presented** | **Information is present, is not logical sequenced, answers well developed, and questions align with operator or destination being presented** | **Information is present in a logical sequence, answers are well developed, and questions align with operator or destination being 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.** |

**Sample Interview Questions**

**K-5**

* How many fish do New Brunswickers catch in a day? – ParksNB/ FirstNationsTourism
* What happens to all the food garbage in restaurants? – Many suggested restaurants
* Would more types of birds live in the park if people never went? – ParksNB/ NatureNB

**6-8**

* Qu’est-ce que vous faites pour assurer la durabilité ? – Huntsman Aquarium
* Comment le zoo assure-t-il la durabilité avec tous les enclos pour animaux ? Zoo Moncton
* Comment peut-on réduire les plastiques/déchets à Fundy ? Fundy Park/ Friends of Fundy

**9-12**

* Since you have your business on the river, what steps are you taking to see that the river is not polluted or damaged.
* After you’ve hooked a fish, what steps do you take to make sure it survives when you release it?
* What are you doing to ensure that the water around Middle Island is not being contaminated by garbage liquid (sewage?).

**Judging checklist questions**

**Creativity and Relevance:**

Check out other projects similar to 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?

**Suggestions**

* 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?
* What advice would you give a Tourism Operator who wants to learn more about supporting the SDGs in their business.
* 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?

**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 Committeewith 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**

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>