



# INFORMATION TECHNOLOGY IN TOURISM AWARD

Presented by : WTU Global Secretariat

This award recognizes the outstanding accomplishments made by a business or organization in using informational technology to facilitate its tourism marketing objectives thus benefiting the tourism industry as a whole.

## CRITERIA:

Nominee **must** demonstrate the implementation of information technology in an innovative way to enable their tourism business to succeed, thereby enhancing the local tourism industry. Some examples of what may qualify for such an award:

- ◆ An interactive website that increased visitation/bookings to a tourism destination and/or operator.
- ◆ Technology used to enhance visitors' experiences (e.g. multilingual kiosks, personal digital assistants, etc.)
- ◆ Technology that simplifies and speeds transactions (e.g. check-in, check-out, etc)
- ◆ A technologically advanced reservation system or call center that exceeds consumers' expectations.

## ELIGIBILITY:

Any tourism business, product or process innovation that sets new standards in tourism through the use of e-commerce or new technology.

## PRESENTATION:

The winner of the 2004 WTMS Information Technology in Tourism Marketing Award will be recognized at the 2004 WTMS Awards Ceremony held during the evening of November 23, 2004.

## NOMINATION FORM

### INFORMATION TECHNOLOGY IN TOURISM MARKETING AWARD

Name of Nominator:

Relationship to Nominee:

Position/Title:

Institution:

Institution Address:

Phone (include country & area code):

Fax (include country & area code):

Email address:

Website:

Name of Nominee:

Position/Title:

Company name:

On a separate page, please provide the following information:

- Please describe the application of the technology by the nominee in relation to tourism marketing.
- How did the technology help the nominee's organization to succeed?
- Are you providing any supporting materials? (please circle) Yes / No

(Remember to attach the "Supporting Materials Form" and mail it along with your supporting materials.)

\_\_\_\_\_  
Signature of Nominator

\_\_\_\_\_  
Date (YY/MM/DD)