



TOURISM INDUSTRY LEADER AWARD

Presented by : WTU Global Secretariat

This award recognizes an individual who has demonstrated special commitment, energy, service and vision to the enhancement of the tourism industry.

CRITERIA:

Nominee must demonstrate leadership and innovation, and must have made a significant contribution to the success of the regional or local tourism industry. Some examples include:

- ◆ The development of new tourism concepts and/or ideas.
- ◆ Creativity targeted at advancing the local tourism industry.
- ◆ Tourism marketing initiatives.
- ◆ Tourism training and education.

Nominee must show initiatives in business or community leadership and strategic planning that have led to a significant shift in value, public perception or awareness of an important facet of tourism.

Nominee should apply their business acumen, creativity and innovative talents to assist in the growth and development of the tourism industry. Demonstrated entrepreneurial and leadership skills are essential.

ELIGIBILITY:

- ◆ Nominee must have been a member of the local tourism or a tourism-related industry in the private sector.
- ◆ Community programmes, local government initiatives, international mergers and acquisitions, regional synergies that have resulted from leadership and a traceable strategic plan are eligible.

PRESENTATION:

The winner of the 2004 WTMS Tourism Industry Leader Award will be recognized at the 2004 WTMS Awards Ceremony held during the evening of November 23, 2004.

NOMINATION FORM TOURISM INDUSTRY LEADER 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:

- Describe the tourism activity(s) in which the nominee has been involved and for which they are being nominated.
- Describe the tourism benefits which have resulted from the nominee's activities and efforts, including measurable results.
- Describe the positive impact of the nominee's efforts on the tourism industry.
- Describe how the nominee's efforts and achievements will continue to have a positive impact on the tourism industry.

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)