

TIANB's "Welcome to Our New Brunswick" Contest

Students of Hospitality and Tourism, 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 would like to learn more about them, their venues, and the work they do. You can help by participating in TIANB's "Welcome to Our New Brunswick" contest sponsored by the Tourism Industry Association of New Brunswick (TIANB), in partnership with Education and Early Childhood Development (EECD). **We want to learn from you.** In a project of your choice, introduce us to a member of the tourism industry who is leaving a positive lasting impression on our visitors. We look forward to and value your perspective.

Guidelines

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- This contest is open to all high school students in New Brunswick enrolled in a Hospitality and Tourism course, or presently engaged with a learning experience or work placement related to the Hospitality and Tourism industry.
- Dialogue can be in a language of the student's choice.
- Entries must be an original production and follow Canadian copyright laws.
- All entrants below the age of majority must have parental consent to submit their personal information.
- Students can make individual or collaborative submissions.
- All valid entries will be evaluated by a committee. Its decisions are final.
- Registration deadline: October 15, 2021
- Entry deadline: January 17, 2022
- Additional important information about the contest can be found at tianb.com.
- Contact your district Experiential Learning Coordinator for support:
richard.hayward@nbed.nb.ca (ASD-N); sheryl.dumont@nbed.nb.ca (ASD-S);
crystal.roberts@nbed.nb.ca (ASD-W); kellie.agnewclark@nbed.nb.ca (ASD-E).

Prize: A prize of \$1000, donated by TIANB, will be presented to the winner(s).

Example Mediums

Regardless of the medium you choose, remember to keep your objective and audience in mind. 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 some suggested mediums.

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: Instagram; PowerPoint; Website; Podcast

Fine Arts: Painting; Sculpture; Song; Graphic Art

Other Creative Ideas: Your project does not need to be limited to one of these examples. They are meant to be suggestions, not limitations. Feel free to be as creative as possible!

Assessment

Criteria	1	2	3	4
Preparation	No evidence of project preparation.	Little evidence of project preparation.	Evident that some planning was done before beginning the project.	Clearly evident research and planning was done before beginning the project.
Creativity	It looks like a lot of content and ideas have been borrowed from other similar projects.	The project shows little evidence of originality and creativity.	The project shows some evidence of originality and creativity.	Project shows significant evidence of originality. It contains creative and/or fresh ideas.
Quality	Many spelling and/or grammatical errors. Poor sound quality in video. Technical aspects of multimedia productions need improvement.	Some mistakes made with respect to: *oral and/or written grammar *spelling *sound quality in videos *technical aspects of multimedia productions	Minimal mistakes made with respect to: *oral and/or written grammar *spelling *sound quality in videos *technical aspects of multimedia productions	Excellent oral and written grammar. Written words are spelled correctly. Sound quality in videos is superb. Technical aspects of multimedia productions are exemplary.
Interest	More work needs to be done to capture and maintain the interest of its audience.	Some more work needs to be done to engage the audience and make it aware of the importance of the tourist industry to New Brunswick.	The project captures the importance of the tourist industry to our province in an engaging manner. More attention should be given to its length to capture and maintain interest.	The project clearly captures the importance of the tourist industry to our province in a deeply engaging manner. It is an appropriate length to capture audience interest and maintain it.
Reflection	Answers need some developing and writing requires more editing with respect to spelling and grammar.	Good answers to questions. However, spelling and/or grammar need more attention.	Good answers to questions. Excellent spelling and grammar.	Answers to the reflection questions show a great deal of thought and are clearly expressed. Excellent spelling and grammar.

Suggestions

Preparation:

- Create a concept. Brainstorm your ideas.
- Learn as much as you can about the operator/discovery you are featuring before beginning your production.

Creativity:

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".

Quality:

- Think about the steps that are needed to create your production.
- Prepare a mind map, questions, storyboard, or outline before beginning your production.
- Study important technical aspects of your production.
- Be Heard: Make sure background noise and other distractions don't interfere with your objective.

Interest:

- Did you achieve your objective in making your audience aware of the importance of tourist operators/tourism in your area?
- Have you captured the interest of your audience?
- Does the length of your project maintain interest in your message?
- Have you ensured that Canadian copyright laws have not been violated.

Reflection:

- 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?

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

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>