**Welcome to the WTM Africa Responsible Tourism Awards 2025**

**Part of the Sabre Global Responsible Tourism Awards**

[**Read this advice**](https://responsibletourismpartnership.org/wp-content/uploads/2024/03/Advice.pdf) **before completing the application form**

**As you complete this entry, think about how what you write can be used in your communication with clients, potential clients, the community and business partners**

**Please avoid repetition**

**Once you have completed your application form, please email it to #########**

**When you email back your form, you can add a limited amount of relevant supporting information**

2. ADAPTING TO CLIMATE CHANGE

The consequences of climate change are increasingly evident in storms and floods, drought and wildfires, and rising sea levels. We need to make more rapid progress in reducing emissions. Our burning of fossil fuels in the sector and our supply chains is contributing to generating global warming. Businesses need to continue to reduce their greenhouse gas emissions, not least because of the risks of stricter regulation likely to follow as people’s lives are impacted by extreme weather. In Valencia over 100,000 protested, demanding the resignation of the head of the regional administration “chanting ‘we are stained with mud, you are stained with blood’".

In common with other sectors, we now need to reduce our carbon emissions and protect our businesses and the destinations on which our sector depends against climate change. This year, we are broadening this award category to include both mitigation and adaptation.

**We are looking for businesses and destinations actively contributing to the decarbonisation of tourism operations and exploring innovative ways to protect against threats to ensure business continuity.**

This includes but is not limited to

• Proven examples of emissions reduction in the travel & tourism sector.

• Products, services or business models designed to limit, erase or counter the negative impact of travel and tourism-generated greenhouse gases on the environment.

• Innovative strategies to future-proof destinations and businesses against the effects of climate change

• Projects or experiences that engage tourists and/or communities in climate change awareness and look to inspire and influence others to reduce emissions

**APPLICATION FORM**

**Part 1 of 2**

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| 1. **Business or project name: If you are recognised in the Awards this is the name of the entity which will be recognised** |
|  |
| ***The word counts are maximums they are not targets.***  ***Wordcount: n/a*** |

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| 1. **What does your business or project do?** |
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| **Requirements: Tell us what your business or organisation does** *Maximum: 500* |

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| 1. **Tell us what you have done. Look again at our description of the category you have entered – see above** |
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| Maximum *Wordcount: 750* |

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| 1. **Why did you do this?** |
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| Requirements: Here we are looking to hear about why you chose to do this? What is the need you are addressing, and how did you identify this as a need? Why did this matter to you? Wordcount: 500 |

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| 1. **What have you achieved? What has been the impact of your initiative?** |
| . |
| Requirement: Here, we are looking to identify what you have achieved to date and the impact that has been delivered through this project. If you do not have exact figures, you can estimate these but please explain how you came to this number. Max *Wordcount: 750* |

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| 1. **What did you do? How did you do this? How was it funded?** |
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| Requirement: Here we are looking for answers that show how you achieved this. What approach did you take and why? What tools and materials were used? How do you measure success? Do you report what you achieve in Responsible Tourism?  Maximum *Wordcount: 750* |

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| 1. **How is your project or approach different from others?** |
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| Requirements: Here, we are looking to understand what makes your initiative different. This could be in the form of creating new ways of working, and deploying new tools in areas not used before. Maximum *Wordcount: 300* |

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| 1. **FURTHER INFORMATION** | |
| 8a What responsible tourism policies do you have in place?  Please attach a copy of your policy or a link to your website. |  |
| 8b What plans do you have for the future? |  |
| 8c Have you influenced others with your initiative? |  |
| 8d Do you have any other responsible tourism initiatives outside of this initiative? |  |
| 8e Any other comments you wish to add: |  |

**Part 2. ‘ADDITIONAL INFORMATION’**

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| **Contact information for the person who completed the application** | |
| Title |  |
| Name |  |
| Role in business/project |  |
| Phone |  |
| Email |  |

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| --- | --- |
| **Business information** | |
| Address |  |
| Website |  |
| Social media   * Facebook * Instagram * TikTok * X (twitter) * Other (YouTube) |  |
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|  |
| The team |  |
| Founding date |  |
| Regions you operate in |  |
| Awards previously won |  |
| Target market |  |

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| --- | --- |
| **Reference 1** | |
| Title |  |
| Organisation |  |
| Job title |  |
| Phone number |  |
| Email address |  |

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| **Reference 2** | |
| Title |  |
| Organisation |  |
| Job title |  |
| Phone number |  |
| Email address |  |