**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**

3. INCREASING LOCAL SOURCING – CREATING SHARED

As one of the world’s leading consumption sectors, tourism provides many economic benefits, including employment and business opportunities. Far too often, the money does not recirculate in the local economy or provide any benefit to the local people or environment. Tourism businesses can grow the local economy by spending on local goods and services and procuring services and products locally.

We are looking for businesses that have local purchasing practices in place and are actively working to create and promote local businesses and sole traders through their own supply chain and encouraging visitors to buy locally produced crafts and souvenirs.

This includes but is not limited to

• Businesses that have created opportunities for local people as sole traders or SMMEs to profit from tourism, supporting them to start or grow local enterprises

• Those that have created and encouraged visitors to purchase locally sourced souvenirs, use local services and employ local guides, surf schools and cooking classes are examples of how visitors' spending can improve local people's livelihoods.

• Businesses that implement robust local supply chain policies that minimise economic leakage and support growth in the local economy.

**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** |
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| ***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** |
|  |
| 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 |  |