**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**

6. NATURE POSITIVE

Wildlife and the natural environment are important drivers for travel. The travel and tourism sector depends on nature's beauty to provide its goods and services, yet tourism can negatively impact the places we visit.

The tourism sector has a responsibility to contribute to the reversal of biodiversity loss and protect nature for future generations by promoting a regenerative approach to tourism.

We are looking for businesses that act as guardians of biodiversity and take a regenerative approach to their operations.

This includes but is not limited to

• Businesses that contribute to rebuilding and replenishing the natural environment and reduce the negative impacts caused by tourism

• Businesses that have developed ways for people to have meaningful and close encounters with wildlife without causing harm to the species or their environment

• Businesses and protected area managers that ensure that local communities benefit from nature-based tourism and that they, too, can experience the value of it

• Educate travellers and raise awareness of the importance of protecting the environment.

**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?** |
|  |
| **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 |  |