**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**

4. PEACE & UNDERSTANDING

Mark Twain argued that travel broadens the mind: “Travel is fatal to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on these accounts. Broad, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth all one's lifetime.” Jost Krippendorf, in his seminal book The Holiday Makers, reminded us that “every individual tourist builds up or destroys human values while travelling”. We all make choices about how we travel and about the tours and opportunities that we provide for our clients and guests. Are we, in the words of the 2022 Responsible Tourism Charter, providing tourists with the opportunities to make “more meaningful connections with local people and a greater understanding of local history and culture, and social and environmental issues” and/or offering “culturally sensitive experiences engendering respect between tourists and hosts, and building local pride and confidence.”

This includes but is not limited to

• Efforts to promote understanding of “the other” and to encourage meaningful connections.

• Initiatives designed to reduce conflict in destinations by using forums to benefit excluded or disadvantaged groups or to benefit the deprived.

• Tourism experiences designed to educate tourists about the causes of war and to foster peace

**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 |  |