Welcome to the LATA Responsible Tourism Awards 2025.

Please consider the [Awards Application Guidelines](https://www.lata.travel/sustainable-travel-programme/award-application-guidelines/) when completing the form.

Once completed, please return you application to LATARTAwards@lata.travel, together with your supporting documents. PLEASE SAVE THIS DOCUMENT WITH YOUR COMPANY NAME IN THE TITLE.

**Increasing Local Sourcing & Creating Shared Value**

Tourism has the potential to drive economic growth and create opportunities for local communities, but too often, the financial benefits do not remain within the destination. This award recognises businesses, destinations, and initiatives that are actively increasing local sourcing, minimising economic leakage, and creating shared value by integrating local businesses and entrepreneurs into their supply chains.

By prioritising locally produced goods and services, these organisations help ensure that tourism spending benefits local artisans, farmers, service providers, and small businesses, fostering inclusive economic development and strengthening the long-term sustainability of the destination.

**Criteria for Entry**

Applicants must demonstrate measurable efforts in at least one of the following areas:

1. **Supporting Local Entrepreneurs & Small Businesses**
	* Creating opportunities for sole traders, artisans, and small businesses (SMMEs) to benefit from tourism.
	* Developing initiatives that connect travellers with locally owned businesses, such as markets, guided tours, and community-led experiences.
2. **Promoting Local Products & Services**
	* Encouraging visitors to purchase locally made souvenirs, handicrafts, and artisanal products.
	* Partnering with local service providers, such as guides, surf schools, cooking classes, and cultural experiences, to ensure visitor spending supports the local economy.
3. **Implementing Local Procurement Policies**
	* Establishing robust supply chain policies that prioritise locally sourced food, materials, and services.
	* Working with local farmers, suppliers, and manufacturers to reduce reliance on imported goods and support regional economies.

Applicants should provide clear evidence of impact, including data on local procurement spending, business partnerships, and visitor engagement with locally sourced products and services.

This award celebrates those leading the way in responsible tourism-driven economic empowerment, proving that sustainable travel can support local communities, preserve cultural heritage, and create a thriving, resilient tourism industry.

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