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.

**NATURE POSITIVE AWARD**

Nature is one of tourism’s greatest assets, yet the industry often contributes to biodiversity loss, habitat degradation, and ecosystem strain. The Award for Nature-Positive Tourism recognizes businesses and destinations that go beyond minimizing harm and instead actively contribute to the restoration, protection, and regeneration of the natural environment.

This award honours organisations that take a regenerative approach to tourism, acting as stewards of biodiversity and ensuring that wildlife, ecosystems, and local communities thrive alongside tourism.

**Criteria for Entry**

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

1. **Regenerating & Rebuilding Natural Environments**
	* Initiatives that restore habitats, reverse biodiversity loss, or regenerate degraded ecosystems.
	* Projects that offset tourism’s environmental footprint through conservation, rewilding, or habitat restoration.
2. **Ethical Wildlife & Nature-Based Tourism Experiences**
	* Developing ways for travellers to have meaningful, close encounters with wildlife while ensuring zero disturbance to species or ecosystems.
	* Safeguarding protected areas and natural habitats through responsible tourism management.
3. **Ensuring Local Communities Benefit from Nature-Based Tourism**
	* Supporting community-led conservation initiatives and ensuring that local residents benefit financially and culturally from tourism.
	* Encouraging community involvement in wildlife protection, sustainable land management, or ecotourism enterprises.
4. **Educating & Engaging Travelers in Environmental Protection**
	* Raising awareness about biodiversity conservation and responsible tourism practices through guest education programs.
	* Encouraging visitor participation in conservation projects, citizen science, or habitat restoration activities.

**Applicants should provide tangible evidence of their initiatives, such as biodiversity impact reports, conservation partnerships, community engagement programs, or successful restoration projects.**

This award celebrates trailblazers in nature-positive tourism, proving that travel can be a force for ecological regeneration, wildlife protection, and long-term environmental stewardship.

**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 |  |