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](mailto:LATARTAwards@lata.travel), together with your supporting documents. PLEASE SAVE THIS DOCUMENT WITH YOUR COMPANY NAME IN THE TITLE.

**Peace, Understanding & Inclusion**

Tourism has the power to bridge divides, foster cultural understanding, and create opportunities for peace and inclusion. The Award for Peace, Understanding & Inclusion recognises outstanding initiatives that use tourism as a force for good—promoting cross-cultural exchange, providing economic alternatives in conflict-affected regions, and making travel more inclusive for all.

This award celebrates businesses, destinations, and organisations that are actively working to:

* **Encourage cultural dialogue and understanding**, breaking down barriers through responsible tourism.
* **Support communities in post-conflict or marginalised areas**, offering sustainable tourism as a means of economic resilience.
* **Champion accessibility and inclusion**, ensuring travel experiences are open to all, regardless of ability, background, or identity.

From tour operators designing immersive, educational experiences to destinations implementing inclusive tourism policies, this award honours those who are driving meaningful change and using tourism to build a more connected, understanding, and inclusive world.

**Criteria for Entry**

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

1. **Cultural Exchange & Understanding**
   * Initiatives that foster meaningful connections between travellers and local communities.
   * Programs that educate visitors on cultural heritage, traditions, and history in a respectful, authentic way.
   * Efforts to combat stereotypes and misconceptions through tourism experiences.
2. **Tourism as a Pathway to Peace & Economic Stability**
   * Projects that provide sustainable economic alternatives in conflict-affected or post-conflict regions.
   * Initiatives that use tourism to support social cohesion and reconciliation within communities.
   * Programs that empower local businesses, artisans, and entrepreneurs in fragile regions.
3. **Accessibility & Inclusion in Tourism**
   * Efforts to make tourism experiences accessible to people with disabilities.
   * Programs that promote LGBTQ+ inclusion, gender equality, and social justice in travel.
   * Initiatives that encourage diverse and underserved communities to participate in or benefit from tourism.

Applicants should provide clear evidence of impact, including case studies, testimonials, or measurable outcomes, showcasing how their initiative is fostering peace, understanding, and inclusion through tourism.

This award honours those who believe that tourism can be more than an industry—it can be a catalyst for connection, compassion, and change.

**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?** |
| . |
| 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 |  |