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.

**Responsible All-Inclusive Travel award**

All-inclusive holidays are often criticised for isolating guests from local communities, limiting economic benefits for local businesses, and offering an inferior travel experience. However, this award seeks to recognise all-inclusive operators that are redefining the model—minimising negative impacts while enhancing the social, economic, and environmental benefits of tourism.

The Award for Responsible All-Inclusive Travel celebrates resorts, hotels, and operators that are breaking the mould by designing all-inclusive experiences that are sustainable, inclusive, and beneficial to local communities. The best all-inclusives not only provide stress-free holiday for travellers but also ensure that local economies, cultures, and people are integral to the experience.

This award highlights all-inclusive businesses that:

* **Make holidays accessible and inclusive** for travellers of all abilities and financial backgrounds.
* **Create meaningful local economic benefits** through employment, procurement, and community engagement.
* **Provide high-quality, culturally rich experiences** that showcase and support the destination.

**Criteria for Entry**

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

1. **Genuinely Inclusive & Affordable Travel**
   * Offering genuinely all-inclusive travel where all costs are included and there are no hidden extras.
   * Providing accessible facilities, services, and activities for travellers with disabilities, ensuring a seamless and enjoyable experience.
2. **Supporting Local Economies & Employment**
   * Prioritising local hiring, employing residents on full-time or seasonal contracts rather than casual labour, and providing fair wages and staff benefits.
   * Engaging local people as guides, sports instructors, and activity leaders to ensure the resort experience reflects local talent and culture.
   * Sourcing locally produced food, beverages, and textiles for restaurants, soft furnishings, and staff uniforms, reducing reliance on imports and supporting local producers.
3. **Encouraging Cultural Exchange & Local Enterprise**
   * Creating opportunities for guests to experience and engage with local culture, whether through food, music, or guided excursions.
   * Promoting local arts, crafts, and products by showcasing artists and artisans within the hotel or resort and encouraging responsible shopping.

Applicants should provide clear evidence of impact, including data on employment practices, procurement policies, accessibility initiatives, and guest engagement with local businesses.

This award honours all-inclusive operators proving that responsible, community-driven tourism can exist within the all-inclusive model—offering travellers a high-quality experience while ensuring long-term benefits for destinations and their people.

**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?** |
|  |
| 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 |  |