



LATA Responsible Tourism Awards 2024 Entry Questions

About you and your organisation

- Name
- Email
- Phone
- Your role in business/project
- Business / Organisation name
- Address
- Website / URL
- Social media links – Facebook, X, Instagram, etc.
- Team size and structure
- Founding Date
- Which regions do you operate in?
- Awards previously won – Name of award and year
- Funding means – e.g. Self-funded, grants, etc.
- Target market – e.g. International, domestic, demographic, etc.

Your entry

- **Business or project name** – Please ensure you clarify whether you are submitting your business or a project that your business has undertaken.
- **What does your business or project do?** Here, we are looking for answers that clearly state what your business or initiative has done to make tourism more responsible. Maximum 600 words
- **Which category is this entry for?** Select one of:
 - » How has your business supported the advancement of inclusive travel?
 - » How has your business actively supported the preservation and celebration of culture and to create meaningful connections for visitors?
 - » How has your business taken a regenerative approach to its operation?
 - » What has your business done about climate change?
 - » How does your business create shared value and increase local sourcing?
 - » What has your business done to provide long-term stable employment and opportunities for local communities? How have you improved the terms and conditions of employment?



- **Why have you entered this category?** Here we are looking for answers that tell us why you have entered this category. *Maximum 500 words*
- **Why did you do this?** 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? *Maximum 500 words*
- **What is the impact this has had?** 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 the numbers. *Maximum 700 words*
- **How did you do this?** 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 400 words*
- **How is your project or approach different?** 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 300 words.*

Additional information

- **What responsible tourism policies do you have in place?** *Maximum 150 words. We would like you to upload copies of your policy documents – maximum 10 documents*
- **What plans do you have for the future?** *Maximum 150 words*
- **Have you influenced others with your project?** *Maximum 150 words*
- **Do you have any other responsible tourism initiatives outside of this project?** *Maximum 150 words*
- **Any other comments you wish to add?** *Maximum 150 words*

References

We require two references from people who know the initiative and approach for which the entry is made, but who are independent of your organisation. They can be business partners, local official community representatives – whatever is appropriate.

The references can either be uploaded and submitted with the application or we will write to them.

