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|  | **Entry Form** |  |

**Welcome to the World Responsible Tourism Awards 2021**

**Increasing Diversity in Tourism: How inclusive is our industry?**

We travel to experience other cultures, communities, and places. If everywhere was the same, why travel? Though we seek diversity through travel, we’ve noticed that diversity is not always reflected in the industry that helps others have such experiences. Diversity is a broad term: “identities include, but are not limited to, ability, age, ethnicity, gender identity and expression, immigration status, intellectual differences, national origin, race, religion, sex, and sexual orientation.” We do not expect to find an organisation that has made demonstrable progress on all of these in the last few years. For our industry, it is about who we employ at various levels, who we market to, the way we present the destinations we sell, the range of experiences we promote, and the stories we tell.

We are looking for nominations and applications from businesses and destinations that can demonstrate their efforts to be more diverse and inclusive and report the difference it has made. We want the Awards to showcase how inclusivity improves tourism and inspire other businesses and destinations to do the same.

The World Responsible Tourism Awards are very prestigious awards; they are not easy to win. However, every year remarkable new examples of responsible businesses and destinations are “discovered” and recognised through the Awards. Do not be daunted by the application questionnaire – see it rather as an opportunity to document what you are doing and its impact and use the information you send us to communicate what you have achieved with your clients, suppliers, partners and neighbours.

This form is to be used as a reference only. **It cannot be submitted as an official entry.** Please use the [online form](https://www.wtm.com/responsible-tourism/en-gb/forms/entry-registration.html) to submit your entry. You can start and save your entry when entering online, then submit once complete. Alternatively, use this form and cut and paste your entry onto the online form once ready.

If for any reason you are unable to submit your entry online, please email [wrta@reedexpo.co.uk](mailto:wrta@reedexpo.co.uk)

**Who should enter?**

We are looking for nominations and applications from businesses and destinations that can share how they have created additional livelihoods through SME and micro entrepreneurial activity and report the impacts of their efforts. We are looking for examples to recognise that can assist in encouraging others to engage and make change.

**Entry tips. Entry deadline: 31 August 2021. This deadline will not be extended.**

Please answer all the relevant questions – you do not have to answer every question.

1. The word limits are limits, not targets; please avoid repetition. You do not need to write something in every box. Often more is less.
2. We rely on this questionnaire to a very large extent. Your questionnaire is confidential to the judges, but if your award is queried, we reserve the right to quote from the information you provide here if we have to defend the integrity of the Awards.
3. We do expect evidence of the impact of the ways you have taken responsibility – please do not be put off applying if you feel you are weak in this area. The industry generally is weak on evidence, you are unlikely to be the weakest!

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| **Contact Details**  Please supply the contact details for the main point of contact for this submission. | | | |
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| Title |  |
| \* First name |  |
| \* Last name |  |
| \* Email address |  |
| \* Phone (incl. country code) |  |
| \* Organisation |  |
| Job title |  |
| Website |  |
| Address line 1 |  |
| Address line 2 |  |
| Town/City |  |
| Postcode / Zip code |  |
| \* Country |  |
|  |  |
| **Increasing Diversity in Tourism: How inclusive is our industry?**  *\* = Mandatory fields*  **Your Entry** | | | |
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| **\* Project Name**  Used as a unique identity for each entry. |  | | |
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| 1. **Your organisation**   Please give us a brief overview of your organisation.  What does it do,  when it was founded,  how it works,  where it operates,  who is involved,  how many travellers? |  | |
|  | Up to 600 words | |
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| 1. **What have you done?**   Tell us more about how what you have done. What did you do? |  | |
|  | Up to 600 words | |
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| 1. **Why should you win?**   Why do you think your organisation deserves to win this award?  We are looking for examples to recognise that can assist in encouraging others to engage and make change. Tell us about which of these you have addressed. Changes in   * who you employ at various levels, * who you market to, * the way you present the destinations you sell, * the range of experiences you promote * the stories we tell. |  | |
|  | Up to 800 words | |
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| 1. **Evidence**   What evidence can you share with us? Please provide evidence to support your statement. Please compile any supporting evidence into one document and attach it to your online entry form.  Please list all the ways that you are increasing diversity and the evidence you have for this |  | |
|  | Up to 1000 words | |
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| 1. **Encouraging & inspiring others**   Have you sought to encourage others and/or to your knowledge inspired others? Don’t decide not to submit because of this question. This is rare, but we aspire to use the Awards to encourage this – if you have any experience of this then please tell us, if you have not then ignore the question. |  | |
|  | Up to 400 words | |
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| 1. **Taking responsibility**   Why do you take responsibility? Why have you chosen to go out of your way to benefit the local community? |  | |
|  | Up to 200 words | |
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| 1. **Future developments**   Do you have plans for further developments in Responsible Tourism over the next 2 or 3 years that you’d like to share with us? |  | |
|  | Up to 200 words | |
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| 1. **Funding**   Tell us about the funding that you have had for this initiative. Please distinguish between grant funding and the resources your business, your clients and your partners or suppliers have contributed. |  | |
|  | Up to 400 words | |
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| 1. **Challenges**   What have been the biggest challenges in taking responsibility and achieving these changes and how did you overcome them? |  | |
|  | Up to 400 words | |
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| 1. **Promoting best practice**   What have you done to promote best practice in increasing diversity? Do you have any examples of your success in this? |  | |
|  | Up to 400 words | |
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| 1. **Awards won**   Have you previously won a World Responsible Tourism Award or an equivalent award for Responsible Tourism? If yes, please provide details of the year and in which category. |  | |
|  | Up to 200 words | |
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| 1. **Responsible Tourism & Tourism policies**   Do you have a Responsible Tourism policy or other specific policies related to tourism? If yes, please supply the URL or upload with your submission**.** |  | |
|  | Up to 200 words | |
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| 1. **Making a difference**   Please think about other things you may have done to reduce negative and/or increase your organisation’s positive impacts and tell us about them. Economic impacts (max 200 words) Social impacts (max 200 words) Environmental (max 200 words) |  | |
|  | Economic impact (200 words) Social impact (200 words) Environmental (200 words) | |
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| 1. **Anything else?**   Is there anything else you would like to tell us in support of your application? This might include web links to articles about your organisation, awards you have won, or anything else not covered by the earlier questions |  | |
|  | Up to 200 words | |
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| **References**  Please supply two independent contacts who can testify to your achievements in Responsible Tourism, who we can contact should your entry be shortlisted   1. **Third-party reference** | | |
| Title | Ms Miss Mrs Mr Professor Dr Sir | |
| First name |  | |
| Last name |  | |
| Organisation |  | |
| Job title |  | |
| Phone (incl. country code) |  | |
| Email address |  | |
| 1. **Third-party reference** | | |
| Title | Ms Miss Mrs Mr Professor Dr Sir | |
| First name |  | |
| Last name |  | |
| Organisation |  | |
| Job title |  | |
| Phone (incl. country code) |  | |
| Email address |  | |
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| **Support Materials** | | |
| **Upload** |  | |
| Please upload any reports, images and reference documents by clicking the Upload button on the online entry. Please note, there is a limit of 50MB in total. | | |
| **File naming – important** | | |
| All files should be uploaded with the following file name format: ProjectName\_File Type. For example: ABC\_Logo, ABC\_Reference Doc 1, ABC\_Publicity Image 1  If confidential, add CONFIDENTIAL at the end of the file name. For example: ABC \_Reference doc\_1\_CONFIDENTIAL | | |
| **Confidentiality** |  | |
| Are any of your uploads confidential? | Yes/No | |
| **Terms & Conditions** | | |
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