wtm world responsible tourism awards

Responsible Tourism

Entry Guide 2022

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Enter online here

Got questions?
Get in touch at
wrta@reedexpo.co.uk

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Hello

Truly International
The 2022 WTM World Responsible Tourism Awards cover the globe. With a set of common categories and regional judges from Africa, India, Latin America and the Rest of the world.

Greater diversity
Online judging enables us to convene an international and more diverse panel of judges.

What you can win
Gold and Silver, as well as 'One to Watch' Awards will be awarded in each region.

WTM World Responsible Tourism Global Awards
As in 2021, there will be Global Award winners selected by an international panel of judges drawn from four continents. from the Gold Award winners in Africa, India, Latin America and the Rest of the World.

This entry guide provides you with what it takes to be an award winner, providing guidelines and an insight into each award.

Further information
Email: wrta@reedexpo.co.uk
Tel: +44 (0)208 432 4320 | Monday-Friday 09:00-17:30 UK Time
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The Awards are free to enter and showcase what you are doing and the impact you are having. They are prestigious and not easy to win.

Do not be daunted by the application. Only those that apply will be victorious!

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2. Awards 2022

2.1 Categories

1) **Decarbonising Travel & Tourism**
   Climate change is with us. It is something we now have to learn to live with. Climate change will have profound consequences for businesses in our sector and people and wildlife in originating markets and destinations. We must also find ways to reduce the amount of carbon that people travelling and on holiday cause to be emitted. We have to change the production and consumption of tourism – travel, accommodation, attractions and activities to reduce the resulting greenhouse gas emissions. Through the Awards we would like to showcase examples of technologies, management systems and ways of changing consumer behaviour that have demonstrably reduced greenhouse gas emissions.

   We are looking for…
   Nominations and applications from accommodation providers, airlines and ground transport providers, tour operators, attractions and destinations.

2) **Sustaining Employees and Communities through the Pandemic**
   We recognise that the pandemic is far from over, and as WHO rightly reminds us we are not safe until we are all safe; it will take many more months before travel and holiday volumes recover to whatever the "new normal" will be. We are aware that many businesses and organisations in the travel and tourism sector have worked hard to sustain their employees and the communities in which they operate with really positive impacts around the world. Many of these efforts have involving others in their supply chain and consumers. We would like to recognise and draw attention to those who have successfully helped others, employees and neighbours alike, to weather the storm.

   We are looking for
   Nominations and applications from accommodation providers, tour operators, attractions and other organisations which have delivered support to employees and tourism-dependent communities.

3) **Destinations Building Back Better Post-Covid**
   In the Awards last year, we saw several destinations which were beginning to rethink the tourist volumes and market segments that they would attract post-Covid and some who were considering demarketing. The apparently inexorable increase in visitor numbers has been halted by the pandemic. Many destinations have had a "breather". A reminder of what their place was like before the hordes arrived. An opportunity to rethink tourism and perhaps to decide to use tourism rather than be used by it.

We are looking for

Nominations and applications from destinations in rural or urban areas, rethinking their tourism and planning to build back better post-covid.

4) 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.

5) Reducing Plastic Waste in the Environment

The Covid-19 pandemic has dramatically increased the amount of single-use plastic, adding to the plastic waste crisis. Plastic waste is now entering the food chain of other species as well as ours. Once plastic enters watercourses, it ends in gyros of garbage in the oceans, on beaches and in the stomachs of fish we then eat. The industry needs to do more to reduce its use of single-use plastics and take responsibility and work with local communities and their governments to capture waste plastic with nets and floating barriers and upcycle it for as cobbles, furniture and crafts.

We are looking for

Nominations and applications from businesses and environmentalists who have found ways to capture and upcycle plastic waste or reduce its use in our sector. This category is open to high-tech and low-tech solutions, to ideas tested within the industry or in another sector but which might be viable in travel and tourism

6) Growing the Local Economic Benefit

There is still a place for CSR1.0 and philanthropy, as is evident from this year's Sustaining Employees and Communities through the Pandemic category. However, by adapting the way they do business, accommodation providers and tour operators can create additional market opportunities for local communities in their supply chains and create opportunities to sell goods and services directly to tourists. This diversifies the local economy and enriches the destination in both senses, creating additional livelihoods for locals and a richer range of

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activities, food and drink, and craft and art products for tourists. Destinations can assist these changes by, amongst other things, providing micro-finance, training and mentoring, creating market places and performance spaces and providing marketing assistance.

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.

7) **Access for the Differently-Abled: as Travellers, Employees and Holidaymakers**
One of the aspirations of Responsible Tourism is to enable everyone to participate in tourism whether as a traveller, holidaymaker or employee. The differently-abled are often identified as a wealthy market segment, but many are not. Disability excludes many from taking a holiday often for multiple reasons, including cost. For the travel and tourism industry to be fully inclusive and enable families to travel together, it needs to ensure access for those with a range of disabilities and enhance their experience. Too often excluded from employment in our industry, the differently-abled have skills to offer.

We are looking for
Nominations and applications from businesses and destinations that can share how they have created and facilitated better holidays for people, adults and children, with disabilities or have effectively employed more differently-abled people. We want to recognise tourism businesses and destinations that have made themselves accessible to the differently-abled, understand that there are a range of disabilities, and taken responsibility for removing barriers to access and enjoyment of tourism and employment in the industry. We are looking for examples to recognise that can encourage others to engage and make the change.

8) **Increasing Tourism's Contribution to Natural Heritage and Biodiversity**
Charismatic wildlife is a big draw for many travellers, and the enjoyment of natural heritage forms at least part of many trips, many have wildlife as the core attraction. Tourists want to see the charismatic megafauna which can no longer be seen, in the wild, in their home country. National parks and wildlife areas with elephants, lions, tigers and bears, exist only where local communities bear the opportunity costs of not farming the land or extracting resources from it. Rarely do visitors contribute enough to cover the full costs of their enjoyment of the wildlife, with local communities excluded from the reserve seeing it only when their crops are damaged. The activities of tourists as photo safaris "hunt" charismatic megafauna too often disturb the hunting, mating, eating and breeding of wildlife.

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We are looking for

Businesses and destinations, parks and conserved areas (including private sector conservancies etc.), where tourism is "net positive" investing in the natural heritage, ensuring that local communities benefit, facilitating visits to see the wildlife for local children or adults, and where drivers and guides are effectively minimising wildlife disturbance.

9) **Conserving Water and Improving Water Security and Supply for Neighbours**

When people travel, they often use more water than they do at home, partly as a consequence of being at leisure in accommodation designed to encourage indulgence and partly because they are unaware of the local supply issues, a problem compounded by people holidaying in drier more arid areas.

We are looking for

Businesses and destinations which are reducing water consumption per guest, recycling and reusing greywater, businesses providing potable water for neighbours, and destinations raising awareness of water scarcity, measuring consumption by the sector or managing reduction.

10) **Contributing to Cultural Heritage**

Tourism can contribute to the maintenance of living and built cultural heritage creating additional revenue through entrance fees, encouraging donations from visitors, or encouraging investment in heritage to attract tourists and day visitors. But it is not just about financial resources. The interest of visitors in local heritage can remind communities of the value of their built and living heritage and ensure that it is valued and conserved for future generations. Through the purchase of locally produced art and craft, tourists can make a significant contribution to maintain a thriving and developing culture from painting to wood carving and from fine art to agriculture.

We are looking for

The judges are looking for entries from businesses museums, galleries or destinations where tourism is making a positive contribution to the conservation and development of built, exhibited or living cultural heritage or where negative impacts are managed and reduced. destinations where tourism is making a positive contribution.

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2.2 What we would like to know

1. **Project listing** Used as a unique identity for each entry. Please specify the exact wording you would like to be used in any communications, publications and on your certificate.

2. **About your organisation** Please give us a brief overview of your organisation - how it works, where it operates, who is involved, your aims and objectives, etc.

3. **What you have done** Tell us more about how what you have done. What did you do? How much did you have to invest in money and other resources?

4. **Why should you win?** Why do you think your organisation deserves to win this award? **This is the most important question!**

5. **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.

6. **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.

7. **Taking responsibility** Why do you take responsibility? Why have you chosen to go out of your way to benefit the local community?

8. **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?

9. **Funding** Tell us about the funding that you have had for this initiative. Please distinguish between grant funding and the resources your businesses, your clients and your suppliers have contributed.

10. **Challenges** What have been the biggest challenges in taking responsibility and how did you overcome them?

11. **Promoting best practice** What have you done to promote best practice in responsible tourism? How have you measured your success?

12. **Awards won to date** 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.

13. **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.

14. **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.

15. **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.

NB: More detailed guidance is given on the online entry form.

3. How to enter

3.1 The basics

Regional Awards
The World Responsible Tourism Awards cover four regions judged by regional panels:

- Africa (these are now closed for 2022)
- India (these are now closed for 2022)
- Latin America (these are now closed for 2022)
- Rest of the World (those that do not fall into the other regions)

There are ten identical categories for each region.

Gold and Silver, as well as 'One to Watch' Awards, will be awarded in each region for each category.

Global Awards
Gold winners from the above regions in all the categories will be entered into the grand final, the WTM World Responsible Tourism Global Awards, decided by a judging panel drawn from the regional panels.

Dates

2022 Awards

Nominations & entries open	01-Dec-21
Closing entry dates	
Africa	CLOSED
India	CLOSED
Latin America	CLOSED
Rest of World	31-Aug-22
Regional Awards Winners	At Regional Shows 22

Who can enter?
We are looking to recognise:

- New and proven replicable examples of businesses and destinations taking responsibility for making tourism better.
- 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.
- Projects that can assist in encouraging others to engage and make change.

Online entry
Entries should be submitted online. You can start and save your entry when entering online, then submit once complete. Alternatively, download a form and cut and paste your entry onto the online form once ready.

All entries will receive an email to confirm receipt of entry. If you do not receive confirmation of receipt within 24 hours, please email wrta@reedexpo.co.uk

Multiple entries
Entering more than one category is allowed, provided each entry is tailored to the relevant criteria. Duplicating entries does not increase your chance of success.

Free to enter
Good news, there is no entry fee!

Award winners' badge
An official badge will be issued to the Gold, Silver and 'One to Watch' winners with the organisation, category and year received.

Confidentiality
Your entry 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 need to defend the integrity of the Awards.
Entrants are discouraged from including confidential information unless it significantly enhances their entry. If confidential information is supplied, it should be clearly marked as "Confidential". If it is not marked as confidential, then WTM have the right to publish.
Entrants must not supply business sensitive information or breach any intellectual property rights. See section 3.2 Support documents.

Format
Each award has judging criteria for you to follow, as part of your online application. Make sure you follow this format. Those that don't will be penalised by the judges.

Word limit
Please adhere to the given maximum word count – remember that often less is more.

Language
Online entries must be completed in English. Support documents (section 3.2) are preferred in English. Other languages will be accepted but will not be translated.

Free to enter!

Final closing date for entries
India CLOSED
Rest of World 31 August 2022
Latin America CLOSED
Africa CLOSED

You can start and save your entry online before final submission.

Nominations
Nominations can be made here

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3.2 What you need to enter

Online entries can be made here. Before you start your online entry make sure you have the following covered:

Entry planning
You can start and save your entry online before final submission, or plan your online entry using the entry form template and copy and paste from this.

Support documents
Documents that provide evidence of your work and help illustrate your entry are welcomed. Uploaded documents file should all be named by Project Name and content e.g. ProjectName_Stats, ProjectName_MediaCoverage, ProjectName_Image1
If they are confidential mark this clearly e.g.:
ProjectName_MediaCoverage_CONFIDENTIAL

Passwords
If applicable, please provide document passwords.

Video (optional)
Remember the three minute rule. Judges are unlikely to watch videos in excess of three minutes. For videos longer than three minutes, please specify the start time of most relevant information within the clip supplied and duration. To enable easy access for judges, please supply a link to the hosting site.

References
Please supply two independent contacts who can testify to your achievements in Responsible Tourism, who we can contact should your entry be shortlisted.

Showcase your work - the work on your entry can be used on your website and communicated to clients, suppliers and partners.

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3.3 Tips for a winning entry

Answer all the relevant questions You do not have to answer every question. If you are unable to answer a question explain why, to avoid losing marks.

Provide 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!

Start early it takes time to build a case, gather information and get permissions.

Set the scene with an insight into your project and the market place before, during and after your work. This may cover project needs, competition and obstacles.

Tell a clear story showing creativity, initiative and innovation. Avoid jargon.

Collaborate with colleagues and stakeholders to get their ideas.

Be clear and concise so judges can quickly grasp what you wanted to achieve and why. The judges may not know the intricacies of your entry, so present it simply - do not over complicate it.

Provide evidence as proof of results that met your objectives and how you defined success. Explain evaluation methods and use facts and figures to validate claims to increase impact. All claims must be substantiated, so don't exaggerate.

Illustrate work to support the story; a picture says a thousand words. Choose the most relevant, clearly referencing them on the written entry.

Assume the judges have no prior knowledge and avoid jargon.

Simple, concise descriptions work best.

It pays to **invest time and effort** so that your entry stands out.

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4. Judging

4.1 The basics

Judging panels Our judging panels are composed of international, independent experts, to ensure fair and impartial judging of each entry. All the panels are chaired by Harold Goodwin to ensure consistency across the World Responsible Tourism Awards
Judging panels will be announced through the year in Responsible Tourism News. Visit the Awards website for the latest news.

Judging criteria Details can be found in the individual award category descriptions in section 2 and on the online entry form. Please refer to this when writing your submission.

Judging confidentiality The World Responsible Tourism Awards will handle the information supplied for judging the entries in confidence. The World Responsible Tourism Awards realise the need to keep information supplied confidential. Judges are required to declare any conflict of interest. Where there is a conflict of interest, they will be asked to remove themselves from the related judging, as determined by the Chair.
The World Responsible Tourism Awards administrators will also adhere to the same confidentiality terms.

Publication of results Entrants have full control of the information provided to the judges, so make sure to take care to be accurate, concise and obtain permissions for rights of use when supplying this information.

Verification Judges will look for evidence and verification of significant claims; include them in your entry. Entries that the judges consider to be false or misleading will be disqualified.

Validation Be specific when documenting evidence; provide data sources, research involved and define the time period. Data that demonstrates a change, e.g. in pattern of behaviour, should ideally be confirmed by an auditor, independent analyst or client. If estimates are given please detail the methods used to prepare them.

Right to reassign entry category Judges reserve the right to move entries into other categories from those entered, if they deem it advantageous to the applicant. The awards team will advise entrants if this is the case and they will have the right to withdraw.

Withdrawal of categories The judges reserve the right to withdraw Award categories at their own discretion. For example, if there are low quality entries.

Impartiality In the interest of impartiality do not contact the judges directly or indirectly regarding your entry as it may result in disqualification.

Final decision The judges' decision is final and cannot be appealed. Reasons for the selection of the winners are written up and published. Neither the judges, nor the awards team will enter into any correspondence or discussions about the results.

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5. Special for 2022

5.1 Get ready for 2022

Cape Town Declaration 20th Anniversary
2022 is 20 years on from the Cape Town Declaration, founding the Responsible Tourism movement, by bringing together work done in UNWTO, Cape Town and outbound tour operators. It is an opportunity to reflect the progress made in the last two decades, celebrate what success there has been, and encourage further replication.

18 years of the Responsible Tourism Awards
The World Responsible Tourism Awards have grown since their launch in 2004. Seeking to discover, recognise, and promote good practice in Responsible Tourism, contributing to the development of solutions and replication.

A time to celebrate.

Launching in April 2022

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6. Terms & conditions

Entry

By submitting your entry you agree to comply with the information, terms and conditions set out in this Entry Guide. The World Responsible Tourism Awards reserves the right to change these at any time without prior notice. If changes are made, a revised version shall be available as a download. Please check the last information based on the PDF document name, see front cover, bottom right.

Online entries Entries must be submitted online.

Stakeholder disclosure Entrants must disclose details of other agencies, suppliers and/or third parties involved in the project.

Permissions All permissions must have been granted before entry and all contributing parties must be credited.

Entry handling The World Responsible Tourism Awards undertakes to manage all information supplied with due care. However, it cannot be held responsible for any undelivered, delayed, mislaid, incomplete or lost entries or support documents (even with proof of sending), which may be regarded as an incomplete or invalid entry.

Confidentiality See section 3.1.

Withdrawal of entry Handling of entries starts as soon as an entry is submitted. Please email the awards team should you wish to withdraw your entry.

Withdrawal of categories The judges reserve the right to withdraw Award categories at their own discretion. For example, if there are low quality entries.

Language Online entries must be completed in English, with exception of Latin America, where entries in Spanish and Portuguese can also be made. Support documents (section 3.2) are preferred in English, though other languages will be accepted.

Closing date Entries should be received by the entry deadline. See section 3.1. Submissions after this time will not be accepted. The World Responsible Tourism Awards reserves the right to extend the deadlines.
No changes or additional information may be supplied after the final closing date, unless requested by the awards team/judges

Authentic work It is each entrant's responsibility to provide original bona fide work.

Judging

Eligibility
See Section 2.1 Who can enter and Section 3.1 Eligibility.

Information supplied
Judging will be based solely on the information supplied in a submission and references.

Judging process
The World Responsible Tourism Awards reserves the right to revise the judging process, categories and panel.

Reassignment
Where appropriate judges may re-assign an entry to a different category if they feel it is more relevant. Entrants will be advised accordingly.

Withdrawal of categories
The judges reserve the right to withdraw Award categories at their own discretion. For example, if there are low quality entries.

Late entries
Judges have the right to accept late entries at their own discretion.

Sponsorship

Award sponsoring
In the interests of impartiality, sponsors are not allowed to enter the award category they are sponsoring.

Publicity

By entering the World Responsible Tourism Awards you agree to involvement in the Awards publicity and allow The World Responsible Tourism Awards to use the publicity material, logo(s) and non-confidential support materials. This may be extended to support documents that have not been listed as confidential.

Winners promotions
Winners are permitted to promote their association with the World Responsible Tourism Awards, provided they specify the applicable year and award category.

Data

Data handling
By submitting your entry, you permit the World Responsible Tourism Awards to use the personal data supplied for the purposes of administrating the Awards both this year and next year and related updates.

Data protection
See the privacy policy here

General

IP rights/ ownership
The online entry, support documents and publicity material becomes the property of The World Responsible Tourism Awards on entry.

7. Contact us

For support and advice please contact the World Responsible Tourism Awards team.

Email: wrta@reedexpo.co.uk
Tel: +44 (0) 20 8432 4320 Monday-Friday 09:00-17:00 UK time.
Visit web

Awards Director: Alison Rhind-Tutt
Awards Executive: Carrie Matthews

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