



TOURISM FOR TOMORROW

RULES AND GUIDELINES

2018

1. There is no charge to enter the WTTC Tourism for Tomorrow Awards
2. All applications must be in **ENGLISH**
3. Applications must reach the World Travel & Tourism Council by **14 November 2017**
4. All companies/organisations must have been in operation for at least **THREE full years** and the sustainable tourism project/initiative submitted for consideration must be **in operation for at least ONE full year. There is no minimum length of time for applicants to have been in operation who are applying to the Innovation category.**
5. Only complete entries will be considered
6. Companies/organisations may only submit **ONE** entry in any given year
7. Entries must be for **ONE** category only
8. Applications must provide full contact details for two independent references not directly associated with the business or project. References for all applicants may be contacted.
9. During the 2nd judging phase, finalists will be visited by on-site evaluators. WTTC will cover the evaluator's expenses; however, any assistance in facilitating the on-site visit and hosting would be appreciated
10. Applicants should contact WTTC in regards to any questions they may have about the judging process
11. The Award applicants may not contact any individual members of the judging panel prior to the Awards ceremony without the approval of the Lead Judge.
12. Finalists will be asked to provide supporting materials including photos, videos, newspaper articles, brochures for marketing purposes. Do not include such supporting materials with your application
13. Previous winners and finalists may reapply in any category but must clearly demonstrate sustainable tourism initiatives that are new, and expand above and beyond what they have been previously recognised for by the Tourism for Tomorrow Awards
14. Finalists and winners of the Awards may not disclose any of the judging material developed by a member of the judging panel throughout the judging process to the general public, including media, industry partners and associates, without prior consent from WTTC
15. By applying for the WTTC Tourism for Tomorrow Awards, the applicant agrees that in the case of being selected a finalist of the 2018 Tourism for Tomorrow Awards, a company representative of appropriate level will attend the Awards ceremony at the Global Summit on 18 and 19 April 2018 in Buenos Aires, Argentina. WTTC will cover the travel costs for one representative for each finalist organisation including airfare and hotel accommodation.



TOURISM FOR TOMORROW

HOW TO APPLY

Online Application

Please submit your application online at <http://www.wttc.org/tourism-for-tomorrow-awards/apply/>. A guided 7 step application process leads you easily through the application form, allowing you to double check, save along the way, and return to your application form multiple times before submitting it. Once submitted, you will receive a confirmation email, and a final version of your application will automatically be sent to the World Travel & Tourism Council (WTTTC). If you experience any problems with the online application process please contact us as soon as possible: Kmar Makni, Tourism for Tomorrow Manager, Email: kmar.makni@wttc.org Telephone: +44 (0) 207 481 8007

APPLICATION FORM GUIDANCE:

1. CONTACT INFORMATION

Please provide full contact details for the applicant. If you are an agency submitting this application on behalf of a client, please provide the client's full contact details, as well as your own name, organisation, email, and telephone number.

2. GENERAL INFORMATION

Category Selection

Has the organisation been in operation for more than three years? Yes/No (does not apply to Innovation category)

When did the project you are submitting begin operation?

Please briefly describe your innovation (100 words max) (applicable to Innovation category only)

Please give the FIVE most important reasons why you believe your organisation should win a Tourism for Tomorrow Award (100 words max)

3. PROJECT SUMMARY

Please give a clear description of the organisation and/or the project to be considered (500 words maximum)

Outline the aims and objectives of the project (Set up as bullet points, 100 words maximum)



TOURISM FOR TOMORROW

Who are the partners involved? (100 words)

What is the number of people affected and the scale of the project? (200 words)

Please outline the finance involved (turnover, profit, investment) (100 words)

4. CATEGORY CRITERIA

Please describe how your project meets the criteria for the Tourism for Tomorrow Awards category that you are entering. Please give emphasis to what measurable benefits your project has achieved against the category criteria. (500 words)

5. GENERAL CRITERIA

Please describe how your project meets the General Tourism for Tomorrow Award Criteria, giving emphasis to what measurable benefits your project has achieved against these general criteria. (500 words)

You do not need to repeat information already given in earlier sections.

- Creates economic benefits from its practices
- Creates environmental benefits from its practices
- Creates social and cultural benefits from its practices
- Engages tourists with the people and the places they visit to create an excellent experience
- Demonstrates leadership through active engagement with the media and wider tourism community to promote and encourage sustainable tourism best practice
- Engages residents and employees in the sustainable management of Travel & Tourism in the organisation and at the destination

If any of the above criteria do not apply to you, please explain why.

Please note that supporting materials such as weblinks, brochures, photos will not be accepted at this stage in the competition.

6. REFERENCES

All entrants must supply contact details for TWO independent references. Referees may be contacted as part of the shortlisting process.

The two referees should not be directly related to the project, but should be able to speak knowledgeably about the project if contacted.



TOURISM FOR TOMORROW

Examples of suitable references include:

Conservation Foundations/Groups/Associations

- Government agencies i.e. Department of Environment and Conservation, Department of Tourism and Culture, Chamber of Commerce
- Tourist Offices/Tourism Authorities/Tourist Boards
- Academics/University Professors/International Sustainable Tourism Experts
- Tour Operators
- Recognised Local Community Leaders/Representatives

7. LAST FEW DETAILS

Where did you hear about the Tourism for Tomorrow Awards?

How many employees does your organisation have?

Which region do you operate in (please tick all that apply)?

- Africa
- Asia
- Australia and Oceania
- Central America and the Caribbean,
- Europe,
- Middle East and North Africa,
- North America,
- South America,

What ownership structure does your organisation have?

- Sole Proprietorship
- Partnership
- Limited partnership
- Limited Liability Company (LLC)
- Corporation (for-profit)
- Nonprofit Corporation (not-for-profit)
- Cooperative
- Municipality
- Foundation
- Other (please describe)

Applicant's signature and Date of submission



TOURISM FOR TOMORROW

TOURISM FOR TOMORROW AWARDS 2018

“Tourism for Tomorrow is tourism which optimises the economic, environmental, social and cultural impacts of the industry. It serves to engage both Travel & Tourism businesses and tourists with the people and the places they visit and acts as a force for good”.

CATEGORY CRITERIA

Community Award:

The Community Award is for any Travel & Tourism organisation that is working to improve the lives and opportunities for communities where it operates. The award can be for an organisation that has worked exceptionally to enhance the capacity of the community, for community engagement, to provide health and education facilities, for the empowerment of local people and increasing the spread of benefits.

Community Award Criteria:

This award aims to celebrate the force for good tourism can be for the local population, and while the following list is not exhaustive, it is anticipated that an organisation be able to demonstrate;

- Exceptional community engagement
- Board level commitment to community issues
- Policies for community engagement embedded across the organisation
- Evidence of significant investment in creating and maintaining community projects
- Helping to maintain a sense of place and cultural heritage
- Supporting direct local employment and local supply chains

General Tourism for Tomorrow Award Criteria:

- Creates economic benefits from its practices
- Creates environmental benefits from its practices
- Creates social and cultural benefits from its practices
- Engages tourists with the people and the places they visit to create an excellent experience
- Demonstrates leadership through active engagement with the media and wider Travel & Tourism community to promote and encourage sustainable tourism best practice
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TOURISM FOR TOMORROW

Destination Award:

The Destination Award is about the places where tourism takes place. Typically, this will mean a region, state, city, town or national park that is working to create greater sustainability through its Travel & Tourism sector. The award can be for destinations that have worked exceptionally in any aspect of sustainability i.e. economically, socially, culturally, environmentally or politically. Applicants may include national, regional or local authorities, NGOs, businesses, or community organisations on behalf of the destination.

Destination Award Criteria:

This award aims to celebrate excellence in destination stewardship, and while the following list is not exhaustive, it is anticipated that destinations be able to demonstrate;

- Exceptional destination management practices
- High level government commitment to destination management
- Policies for destination management embedded across the organisation
- Evidence of significant investment in destination management activities
- Creation of a sense of place and an attractive destination for tourists
- Wide engagement from local businesses in destination management
- Strong systems of governance

General Tourism for Tomorrow Award Criteria:

- Creates economic benefits for the destination
- Creates environmental benefits for the destination
- Creates social and cultural benefits for the destination
- Engages tourists with the people and the places they visit to create an excellent experience
- Demonstrates leadership through active engagement with the media and wider tourism community to promote and encourage sustainable tourism best practice
- Engages residents and employees in the sustainable management of Travel & Tourism in the destination

Environment Award:

The Environment Award is for any Travel & Tourism organisation that is working to improve the natural environment through its practices. The award can be for an organisation that has worked exceptionally to improve bio-diversity, promote conservation, minimise use of scarce resources or developed mitigation and adaptation strategies for climate change.

Environment Award Criteria:

This award aims to celebrate the force for good tourism can be for the environment, and while the following list is not exhaustive, it is anticipated that an organisation be able to demonstrate;



TOURISM FOR TOMORROW

- Exceptional environmental benefits from its practices
- Board level commitment to environmental issues
- Policies for environmental management embedded across the organisation
- Evidence of investment in green technologies
- Development of programmes of behaviour change amongst guests, staff and suppliers
- Environmental supply chain management

General Tourism for Tomorrow Award Criteria:

- Creates economic benefits from its practices
- Creates environmental benefits from its practices
- Creates social and cultural benefits from its practices
- Engages tourists with the people and the places they visit to create an excellent experience
- Demonstrates leadership through active engagement with the media and wider tourism community to promote and encourage sustainable tourism best practice
- Engages residents and employees in the sustainable management of Travel & Tourism in the organisation and at the destination

Innovation Award:

The Innovation Award aims to identify future solutions to current sustainability challenges. The kind of innovation can relate to the process, product, delivery or financing of the approach, but it should be new to the world and not simply new to an organisation or destination. The award can be for projects that have worked exceptionally to develop an innovative solution to problems such as mitigating impact on climate change, reducing demands on scarce resources, promoting bio-diversity or improving health and well-being. Applicants must be able to demonstrate the cutting-edge features of their project.

Innovation Award Criteria:

This award aims to celebrate the creativity and innovation that will influence the Travel & Tourism sector and while the following list is not exhaustive, it is anticipated that organisations be able to demonstrate;

- Exceptional creativity and innovation for the Travel & Tourism sector
- The nature and significance of the problem the innovation has addressed
- The benefits for sustainability from the innovation
- The scalability of the innovation
- The replicability of the innovation

General Tourism for Tomorrow Award Criteria:

It is recognised that all of the general Tourism for Tomorrow award criteria listed below may not apply to the innovation being described. Applicants should describe which criteria are relevant to the innovation and briefly summarise why others are not relevant.



TOURISM FOR TOMORROW

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People Award:

The People Award is for any Travel & Tourism organisation, or partnership of organisations that are working to improve the career opportunities for people within the Travel & Tourism sector. The award can be for organisations that have worked exceptionally to enhance the capacity of individuals and groups of people to enter the Travel & Tourism sector, to aid the recruitment and retention of under-represented groups, to develop skills for those already employed to advance in the sector and to offer fair employment practices.

People Award Criteria:

This award aims to celebrate the force for good tourism can be for the people it employs, and while the following list is not exhaustive, it is anticipated that organisations be able to demonstrate;

- Exceptional human resource management for the Travel & Tourism sector
- Board level commitment to human resource issues
- Policies for developing people embedded across the organisation
- Evidence of significant investment in creating and maintaining education/training/staff development
- The development of skills to allow people to enter the Travel & Tourism sector
- Staff/student training in sustainability

General Tourism for Tomorrow Award Criteria:

- Creates economic benefits for the destination
- Creates environmental benefits for the destination
- Creates **social** and **cultural** benefits for the destination, **including gender equality**
- Engages tourists with the people and the places they visit to create an excellent experience
- Demonstrates **leadership** through **active engagement** with the media and wider tourism community to promote and encourage sustainable tourism best practice
- Engages **residents** and **employees** in the sustainable management of Travel & Tourism in the destination
- Measures, monitors and reports on **environmental** and **social impacts**
- Applies an **appropriate policy for climate change** adaptation and mitigation