



# THE 2023 ECOWARRIOR AWARDS

APPLICATION FORM

TOUR OPERATORS' CATEGORY:

Promoting Local Economies

Sustainable Tourism; A Brighter Future for People, Planet and Profit.

# INTRODUCTION

This is the application form for the 2023 Eco Warrior Awards Tour Operators Category: Promoting Local Economies. The theme for this year's award is '**Sustainable Tourism; A Brighter Future for People, Planet and Profit.**' We are bringing focus to the three key components of sustainability (people, planet & profit). This is with the aim to recognize, appreciate, accentuate, and increase efforts in the Kenyan tourism and hospitality industry toward achieving sustainable tourism.

Eligibility of entering the award is vital. Check the criteria description to see if you meet the requirements.

This form will be used to collect information and data to enable the applicant to be appropriately categorized, determined their eligibility to participate in the award, and be scored accordingly.

Additional information may be requested from the applicant.

## SECTION 1 – APPLICANT INFORMATION DETAILS

AWARD CATEGORY:	Best Tour Operator in Promoting Local Economies
Name of Company:	
Name of CEO/MD:	
Location of Company:	
Email Address(es):	
Telephone / Mobile Number(s):	
Website Address:	
Social Media Handles:	

## SECTION 2 – QUESTIONS AND INFORMATION ON THE AWARD CATEGORY (65%)

Responsible tourism supports and empowers the local economy. Tour operators as major tourism enterprises operating in various destinations have the opportunity to support the growth of local economies by ensuring that revenue generated from tourism is spent locally to benefit the people. This encourages sustainable tourism development and ensures the longevity of tourism activities.

### Question 1

What are the strategies or measures that your company has put in place to ensure that tourism revenues are shared within the local communities' economies? **(Max 500 words)**

### Question 2

Briefly describe the various projects/programs implemented as a way of supporting local communities, clearly indicating the measurable impact in the last 3 years. **(Max 500 words)**

### Question 3

Briefly describe how you educate/inform your guests on the importance of supporting local economies during the trip period. **(Max 500 words)**

### Question 4

As a company, what are your future plans in your efforts toward promoting local economies? What would be the significance of achieving this award towards these plans? **(Max 300 words)**

## SECTION 3 - DOCUMENTATION (35%)

These are the requested attachments. They should be supporting evidence to the answers provided in section 2. The more **relevant** evidence you are able to provide, the better it will be for the judging process.

- The information provided must be supported by materials like a slideshow presentation, photographs or a short video clip.
- Letters of commendation, relevant policies, training materials, testimonials, communication materials, MOUs, budgets, initiative/project reports, etc.
- Other forms of evidence can include; mission statements and extracts of other relevant documents.

**All applications shall be presented as soft copies.**

Attachments shall be sent as PDFs and Zipped into one file.

**Only requested** attachments should be sent with the application.

## SECTION 4 - SIGNATURE ON BEHALF OF THE COMPANY

The information should conclude with the signature of the official authorized to sign on behalf of the facility.

Name: \_\_\_\_\_

Position in Company: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Company Stamp:

### DECLARATION:

I confirm that the information contained herein is a true representation of my facility:

Name	Designation	Date

*Please return the fully completed application form by email to [ecowarriors@ecotourismkenya.org](mailto:ecowarriors@ecotourismkenya.org). The deadline for submitting the application is **21<sup>st</sup> of July 2023 Midnight**.*

***Best of Luck!***

**Brought to you by Ecotourism Kenya**

*Linking tourism, conservation & communities.*



**The 2023 Eco Warrior Award**

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