



ECOTOURISM AWARD

Presented by : WTU Global Secretariat

This award recognizes a business, organization, community or tourism region who has developed a tourism product/service that best demonstrates a non-consumptive connection to nature. The product/service should have a primary focus on fostering environmental understanding, appreciation and conservation.

CRITERIA:

Nominee will be evaluated for the following:

- ♦ Innovative efforts to significantly minimize environmental impacts of the ongoing business practices or activities through leadership, appropriate planning and design.
- ♦ Contribution to conservation in general or positive contribution to the conservation of the natural areas visited or in which the operation is located.
- ♦ Support and sharing benefits with local people.
- ♦ Product excellence resulting from and reflected in staff training, interpretation programs, itinerary development, responsible promotion, client satisfaction, etc.
- ♦ Support of environmental conservation.

ELIGIBILITY:

The award will honor both a company and an individual in the tourism industry who have made a significant contribution to environmental conservation.

PRESENTATION:

The winner of the 2004 WTMS Ecotourism Award, along with other Award winners, will be recognized at the 2004 WTMS Awards Ceremony held during the evening of November 23, 2004.

NOMINATION FORM ECOTOURISM AWARD

Name of Nominator:	Relationship to Nominee
Position/Title:	Institution:
Institution Address:	
Phone (include country & area code):	Fax (include country & area code):
Email address:	Website:
Name of Nominee:	
Position/Title:	Company name:

On a separate page, please provide the following information:

- Explain how the nominee's business, products and/or services is involved in ecotourism. (How is product/service associated with nature and culture?)
- How does the product/service improve help foster environmental and cultural understanding, appreciation and awareness? (Are negative impacts on nature and culture minimized? Are any revenues derived from the product/service directed to environmental conservation?)
- Describe how the community benefits from this ecotourism product/service. (i.e., uses local producers of other goods/services; provides a source of revenue to support community projects), etc.

Are you providing any supporting materials? (please circle) Yes / No
(Remember to attach the "Supporting Materials Form" and mail it along with your supporting materials.)

Signature of Nominator

Date (YY/MM/DD)