Studienkreis
für Tourismus und
Entwicklung e.V.

**Presse-Information**
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**29th TO DO Award announced**

**Studienkreis launches new round of competition | Search for innovative projects for socially responsible tourism worldwide | Prize money and support in marketing the projects**

**Seefeld, 13/06/2023** – For the 29th time, the Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung) has announced the **TO DO Award – International Contest Socially Responsible Tourism**. The non-profit association based in Seefeld, Bavaria, thus encourages stakeholders worldwide along the entire tourism value chain to apply with their innovative and socially responsible projects. The deadline for entries is **15th August 2023.**

The TO DO may be awarded to several projects at a time. It comes with prize money of **5,000 Swiss Francs** each, sponsored by the *Swiss Foundation for Solidarity in Tourism. An additional incentive for the participants is support in marketing the projects in the European tourism market – especially with tour operators.*

Until deadline, tourism projects and initiatives that develop particularly socially responsible forms of travel and thus make tourism more crisis-proof and sustainable can apply. The Studienkreis is convinced that the future belongs to socially responsible tourism and thus to sustainable offers in worldwide tourism. With such tourism projects, jobs can be created and secured in the visited regions. Social disadvantages can be reduced and resources can be protected. Tourism organized on a small scale always takes into account the needs and experiences of the local people, enables intercultural exchange and contributes to mutual understanding.

*The organisers of the contest are looking for initiatives that effectively involve the local population in the development and implementation of tourism projects, allowing people to directly participate in the economic success of these initiatives. P*rojects

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may be *worthy of the award if they also respect the c*ultural identity of local people and promote intercultural dialogue between guests and the local population. *The projects may be located anywhere in the world. They should contribute to making tourism more sustainable,* equally addressing its ecological, social, economic and cultural dimensions.

Claudia Mitteneder, Executive Director of Studienkreis: "The pandemic is over, but still has negative long-term effects on innovative tourism projects. With the TO DO Award, we want to promote the restart of particularly socially responsible projects, create a financial incentive and, last but not least, support the project managers in presenting their projects to travelers in Europe."

**Wide Outreach for Award Winners**

Every year, the respective award winners are presented at ITB in Berlin. Studienkreis also facilitates an exchange between representatives of the projects and the European tourism industry and politics. In addition, the award ceremony attracts good media coverage.

Having been selected by a jury and checked by an expert on location, the winning projects will be awarded with the TO DO Award at ITB Berlin in March 2024. Please find the conditions of participation and the application form here.

Along with the 29th TO DO Award, Studienkreis has also announced the **TO DO Award Human Rights in Tourism**. This award honours initiatives, projects, and individuals that provide good examples of safeguarding human rights in tourism. It is not possible to apply directly for this award. Monitoring the market, an expert jury will select potential award winners and evaluate their efforts.

***Cooperation partners*** *German Federal Ministry for Economic Cooperation and Development, Bread for the World/Tourism Watch, forum anders reisen, ITB Berlin, Swiss Foundation for Solidarity in Tourism, Studiosus Reisen München GmbH*

***Prize Money*** *The Swiss Foundation for Solidarity in Tourism*

*awards every TO DO Award winner with prize money of 5,000 Swiss Francs.*

*Studienkreis für Tourismus und Entwicklung (Institute for Tourism and Development) focuses on development related information and education in tourism. In this context it brings out publications, organises international contests, offers training and seminars for people employed in the tourism sector, carries out tourism research and consultancy, and is involved in dialogue on issues related to tourism development.*

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